VOL. 6 NO. 3

FEBRUARY, 1936

AUTOMATIC WORLD

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BE A KEY-MAN YOURSELF

By A Veteran Operator

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TEXAS OPERATORS ASS'N

To Meet in San Antonio

April 4, 5, 6

HOW TO DEVELOP LOYAL LOCATIONS

By J. A. Bartlett

DETAIL TO YOUR OPERATING BUSINESS

100 OTHER FEATURES

Entered as second-class matter June 19, 1931, at the Post Office at Fort Worth, Texas, under the Act of March 3, 1879

S. R. O.

Standing Room Only..!

★ In the show business it's the box-office that tells the story. In operating, it's the cash-box. The guys and dolls on Broadway know how to pick a smash hit. They keep both eyes peeled on the ticket gate. They give the crowds a careful once-over. They know, from experience, that a winning show is one that has to put out the S R O sign—Standing Room Only!

★ And right now—this very hour and day—music operators throughout the country are lamping a new winner in music. They are spotting the 1936 Line of Rockola Multi-Selectors—all 3 models. They are claiming them as their very own, and STANDING IN LINE for deliveries. It's the biggest reception in music history.

★ And the reasons are plenty. The Rockola Line of Multi-Selectors gives them everything they want: a simple mechanism—clean through and through . . . quality that stands up . . . beauty and strength of cabinet . . . clarity and power of tone . . . and prices that go easy on the pocketbook.

★ There is the STANDARD No. 1 MODEL, for example, that's so low in price operators can afford to put them in even ordinary locations and still make good money. Then, you have the REGULAR No. 2 MODEL which is as fine a job of quality as you ever did see. And, third, you have the masterpiece of them all, the RHYTHM KING with the new tone columns. It's the finest thing ever conceived in music. It is an instrument that will positively, and without question, get you in the swellest, ritziest places in town.

★ Never has there been anything like this Rockola Line in music before. Never in your born days. All 3 models are above competition. Every one of the 3 models bears the stamp of Rockola engineering. And that means pleasure-ease operating plus big, steady profits. It means 3 instruments that put you on top.

★ That's why you see thousands of operators "standing in line," so to speak, waiting their turn for shipment. The swing in music is definitely toward the Rockola Line. Operators want the best for the least money, and Fisher Brown and his men are ready to give you just that. So get in touch with Fisher right now!

MANUFACTURED BY

ROCK-OLA MFG. CORPORATION

800 to 870 North Kedzie Avenue

DISTRIBUTED IN THE SOUTHWEST BY

FISHER BROWN 2704 Ross Avenue **Dallas, Texas**

JOBBERS:

LOUISIANA AMUSEMENT COMPANY
822 Carondolet Street
New Orleans, Louisiana

STELLE & HORTON
1513 Louisiana Avenue
Houston, Texas

SANTONE COIN MACHINE COMPANY
2004 Broadway
San Antonio, Texas

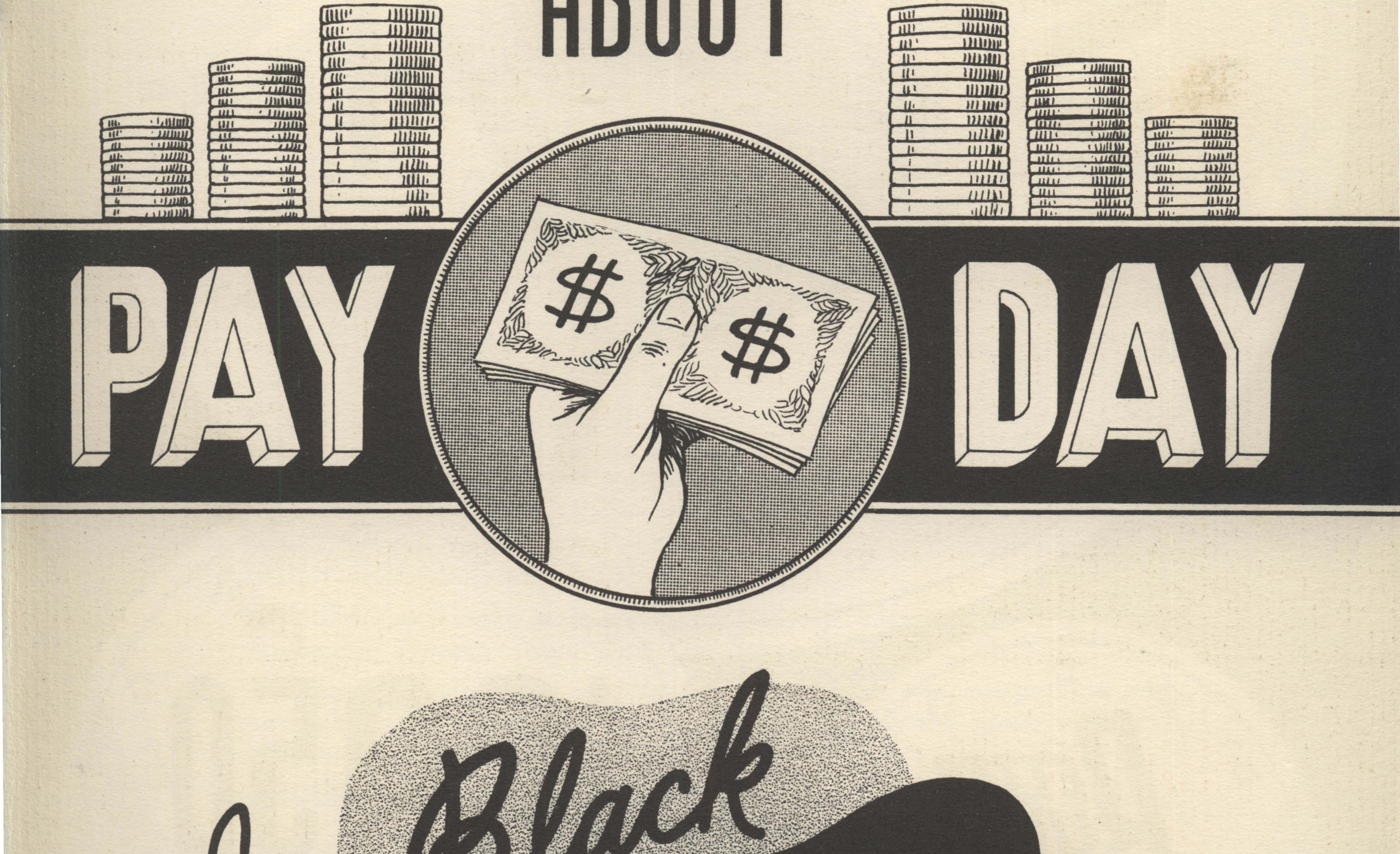
BOYLE AMUSEMENT COMPANY
522 Northwest Third Street
Oklahoma City, Oklahoma

The Rock-Ola RMC **Multi-Selector**

Here are

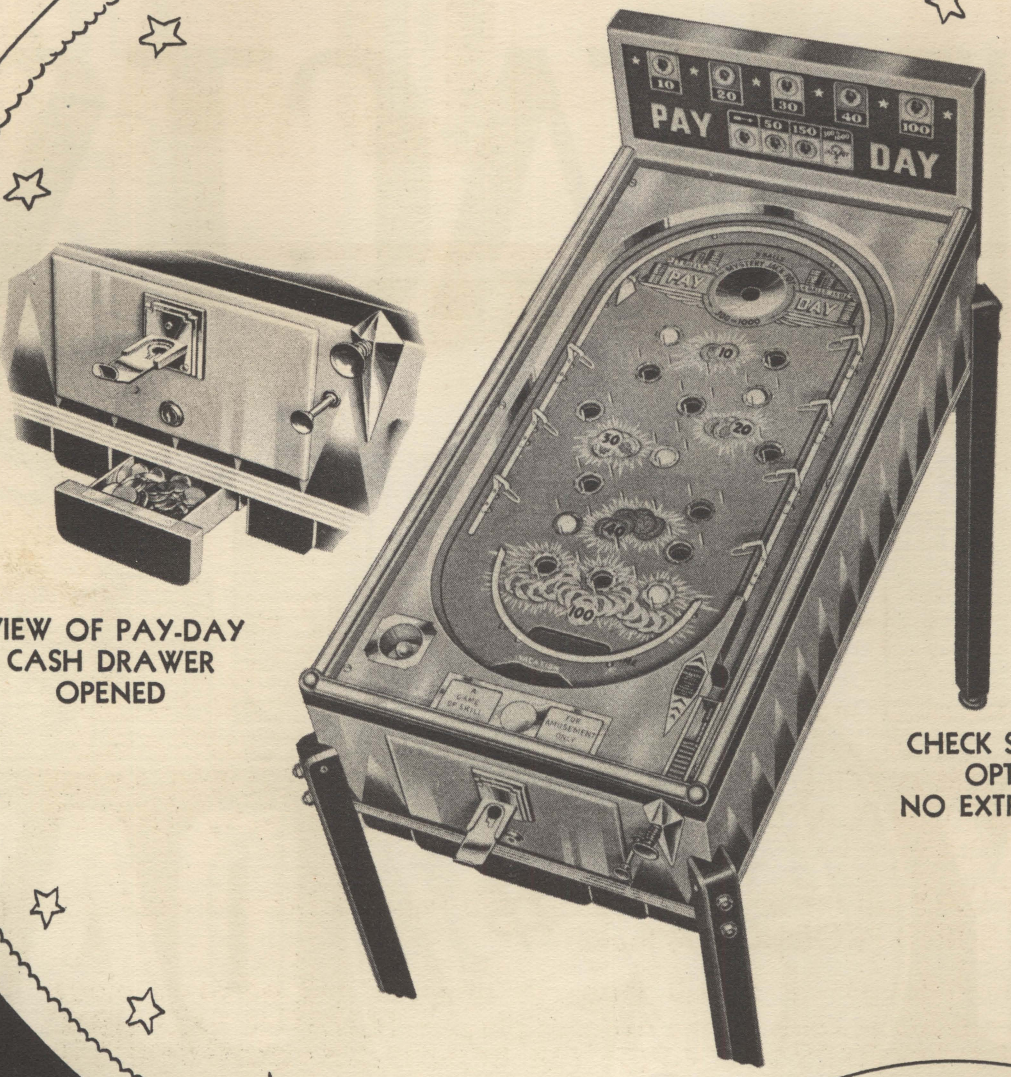
THE FACTS

ABOUT



PAY DAY

In Black and White


PAY
DAY
10
20
30
40
100
50
150
100

VIEW OF PAY-DAY
CASH DRAWER
OPENED

CHECK SEPARATOR
OPTIONAL
NO EXTRA CHARGE

**BETTER
BUILT
BY
BUCKLEY**

$69.50

F. O. B. CHICAGO
TAX PAID

PAY DAY

THE ANSWER—

to thousands of requests from Operators for a POPULAR PRICED—FINELY BUILT and DESIGNED AUTOMATIC PAYOUT TABLE—ONE WITH A SKILL ELEMENT THAT WILL INDUCE THE PLAYERS TO "KEEP ON PLAYING"—has been answered, as usual, by BUCKLEY in PAY-DAY!

In PAY-DAY all the elements, features and important factors needed to make a SUPER PRODUCT are found!

Its original design—its 5 skill shots—its suspense and admitted player appeal—its fair rewards for the average player—PLUS THE EXCLUSIVE BUCKLEY MYSTERY JACK-POT OR BONUS PAYOUT FOR THE MORE SKILLFUL PLAYERS—coupled with a construction such as only BUCKLEY can offer—puts PAY-DAY at the VERY TOP among the TRULY GREAT GAMES OF ALL TIME!!

PAY-DAY will make more money for you, Mr. Operator, than any other Automatic Payout Table you can buy—REGARDLESS OF PRICE!

One sample—placed in any location—anywhere—in competition with any other machine—will prove that PAY-DAY is the game you have always wanted—AND NEEDED!

ORDER YOUR SAMPLE TODAY—from your favorite jobber, or direct if you prefer.

LIBERAL DISCOUNTS TO QUANTITY BUYERS

* IMMEDIATE DELIVERY *

$

PAY DAY

. . . YOU'LL LIKE THE SIZE — YOU'LL LIKE THE DESIGN — YOU'LL LIKE THE CONSTRUCTION—YOU'LL LIKE THE PRICE!

PAY-DAY IS THE FINEST AUTOMATIC PAYOUT TABLE GAME EVER MADE!! THAT'S A FRANK, DEFINITE STATEMENT OF FACTS STRAIGHT FROM THE SHOULDER!!

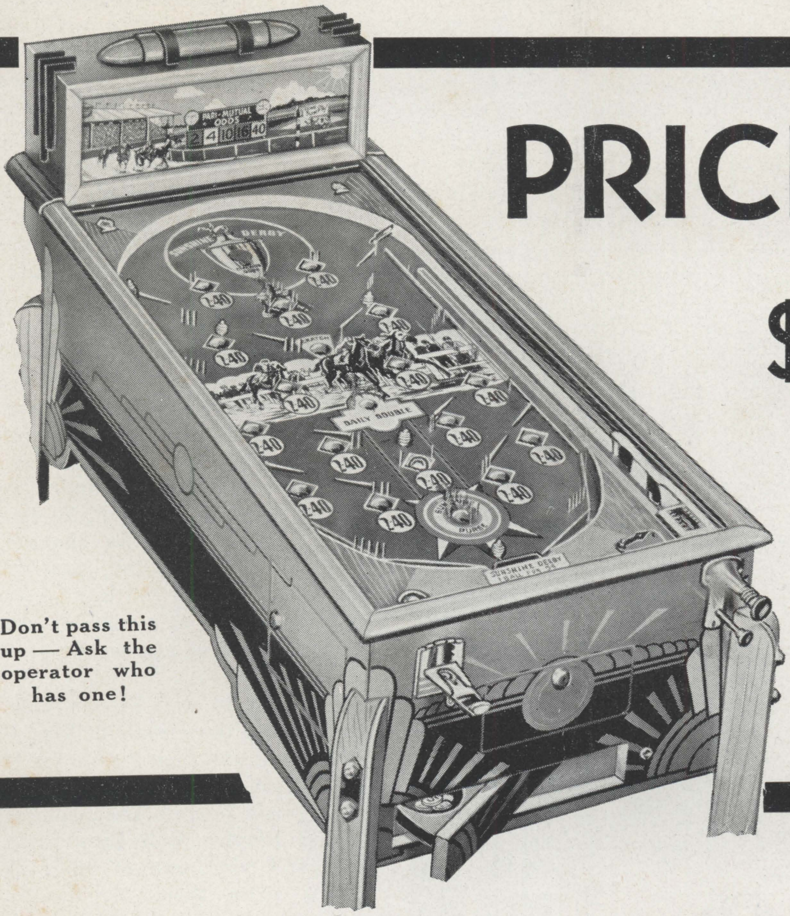
GET YOUR SAMPLES NOW AND BE CONVINCED!!

Product of
BUCKLEY MANUFACTURING CO.
2156-8 W. Wash. Blvd.
Chicago, Ill., U. S. A.

$

PRINTED IN U. S. A.

SUNSHINE DERBY



PRICE TALKS

$89.50

WHY PAY MORE?

Don't pass this up — Ask the operator who has one!

PLAYER CHANGING ODDS
ONE BALL AUTOMATIC PAYOUT

HERE'S a player changing odds one ball automatic payout game of outstanding Gottlieb quality . . . at the LOWEST PRICE in the industry. This is your opportunity to place the latest type game at a price that makes operating really profitable. Sunshine Derby permits the player to leave the odds stand, or he has ONE opportunity to change odds by shooting the ball into the "Change Odds" pocket which is closed by a trap door lid. Ball returns for play. Change of odds is immediately recorded on Light Up Rack. Disbursements are made by Gottlieb's fool-proof twin tube payout mechanism.

Mint Vender $10.00 extra

Sixteen award pockets are set into a dazzling field of rich colors. Giant, modernistic, gold-finish cabinet measures 50 inches long and 24 inches wide. Sunshine Derby is the game that will open your eyes to the biggest income you ever enjoyed from a payout machine. Just ask any operator. Get into big money with minimum investment. So order Sunshine Derby today!

Five Ball Play $10.00 extra

Immediate Delivery from Your Jobber or

D. GOTTLIEB & COMPANY

2736-42 N. Paulina Street
CHICAGO, ILL.

Distributing Watling Products

The Electro Ball Company, with main offices at 1200 Camp street, Dallas, and branch offices in six other leading cities, are now distributing the famous Watling Manufacturing Company's slot machines and person weighing scales.

Mr. S. H. Lynch, manager of the Electro Ball Company, says that he is proud of the Watling line and is desirous that operators, who have never before used Watling slots or scales, start placing this equipment on their routes at once. Ample stock for immediate deliveries is kept on hand at all times and orders are shipped the same day received.

They are featuring the Watling "Rol-A-Top" slot machine which has been proved by the past and improved for the future. Rol-A-Top is the only bell coin top in the world showing the last eight coins played. The machine shows three gold awards with only one at a time being paid out automatically. The entire unit is beautifully finished and the complete construction is sturdy. Be sure and take a look at this machine and be convinced that it is the real goods. For complete information get in touch with any of the Electro Ball Company's offices.

Everyone knows that the Watling springless scale is the real buy in a scale. The various Watling type of scales have proven a success in every section of the world. They are accurate and stand up under every kind of weather condition. No springs to be affected by the changes in weather, etc. Watling scales are money makers and will last for years. Such equipment is a real investment and operators can't go wrong on Watling products.

Go today to any Electro Ball office and see these scales. Test them on location and then decide for yourself. Both the Rol-A-Top and different scale models are displayed at all the Electro Ball showrooms. If you can't visit one of their showrooms, write them for descriptive matter and full detailed information.

Be sure to see the two full page ads on these products in this issue of AUTOMATIC WORLD.

◆

OPENS IN DALLAS

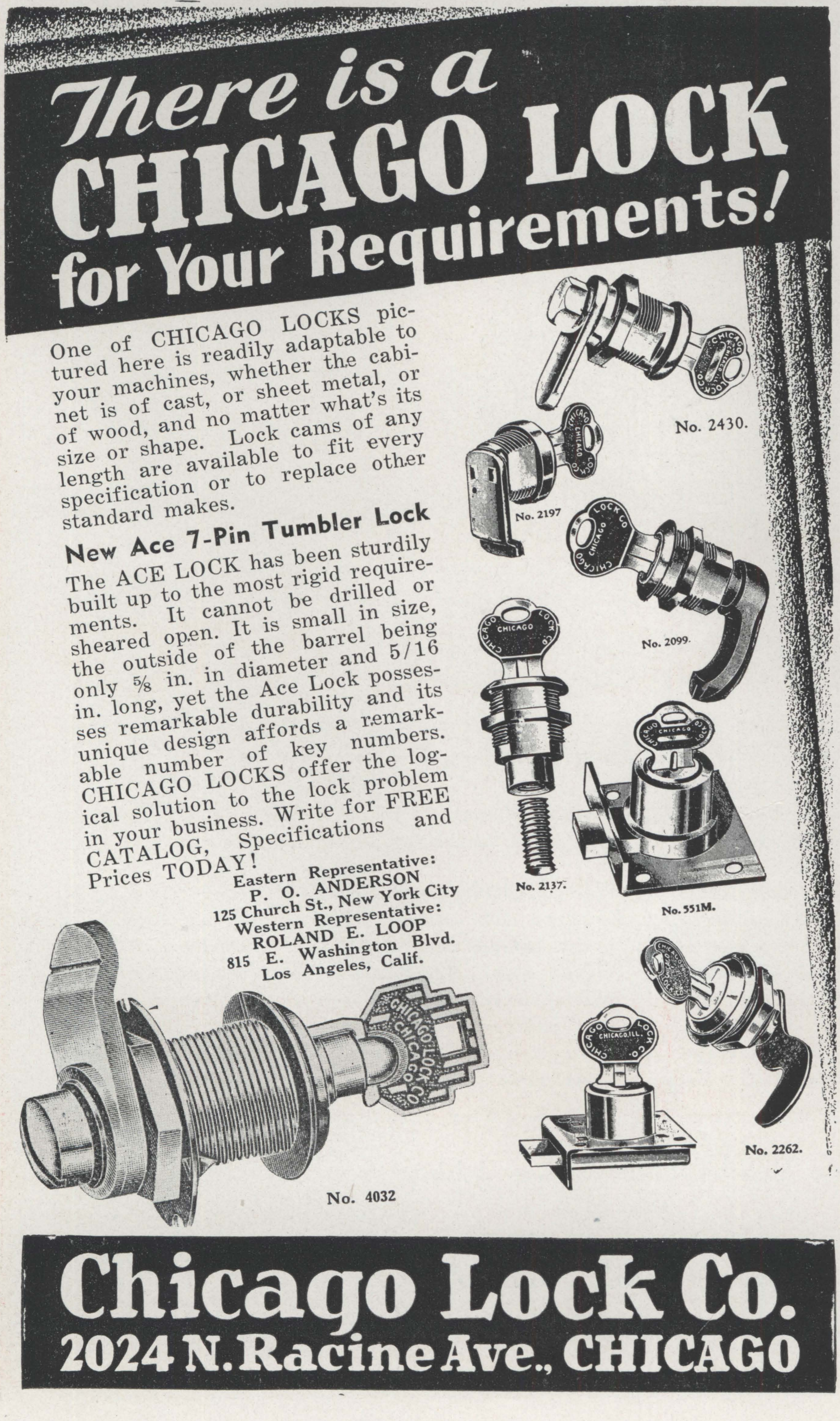
Harry Turner, Bob O'Rourke, Sol and Abe Kolber have organized and opened a partnership business known as the Consolidated Operators Amusement Company. The firm's offices and showrooms are located in the Sanger Hotel building on Ervay street, in Dallas. Miss Gladys Haas is in charge of the front office and handles all customers in real coin machine style.

All of the above men are experienced in the coin-operated machine business, having been connected with the industry for years. In fact they would be considered pioneer members of the coin machine industry.

AUTOMATIC WORLD extends its hearty wishes for success to the boys.

◆

Tell the advertisers you saw their ad in AUTOMATIC WORLD.



There is a CHICAGO LOCK for Your Requirements!

One of CHICAGO LOCKS pictured here is readily adaptable to your machines, whether the cabinet is of cast, or sheet metal, or of wood, and no matter what's its size or shape. Lock cams of any length are available to fit every specification or to replace other standard makes.

New Ace 7-Pin Tumbler Lock

The ACE LOCK has been sturdily built up to the most rigid requirements. It cannot be drilled or sheared open. It is small in size, the outside of the barrel being only ⅝ in. in diameter and 5/16 in. long, yet the Ace Lock possesses remarkable durability and its unique design affords a remarkable number of key numbers. CHICAGO LOCKS offer the logical solution to the lock problem in your business. Write for FREE CATALOG, Specifications and Prices TODAY!

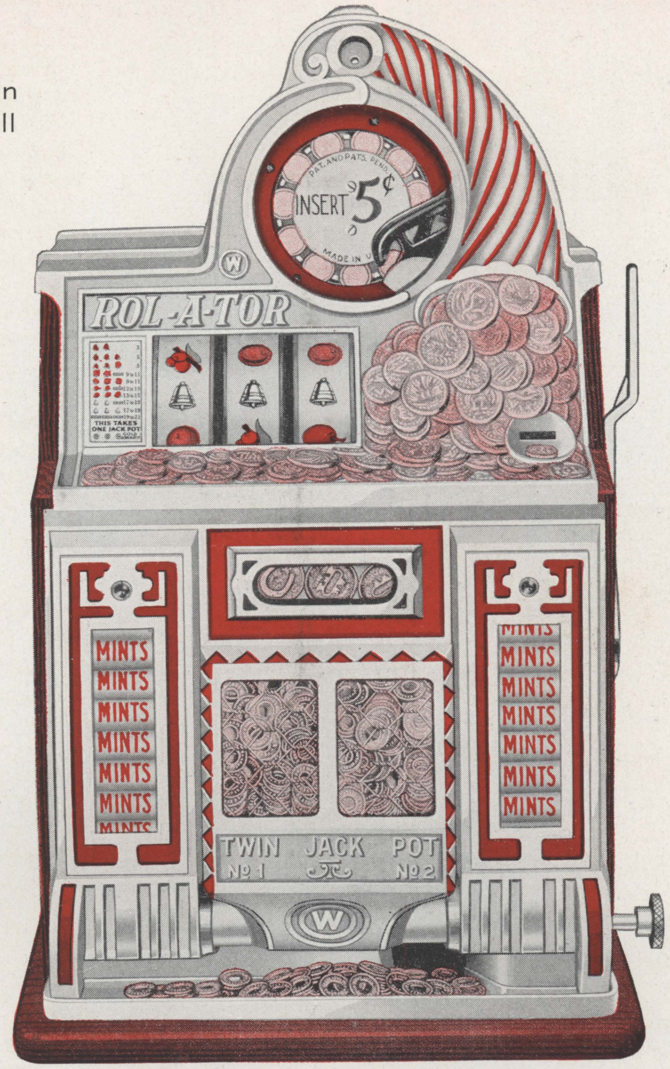
Eastern Representative:
P. O. ANDERSON
125 Church St., New York City
Western Representative:
ROLAND E. LOOP
815 E. Washington Blvd.
Los Angeles, Calif.

Chicago Lock Co.
2024 N. Racine Ave., CHICAGO

ALL TYPES

Now on display and in stock at all Electro-Ball Co. offices

A new service to our patrons



THIS MACHINE

has many new and exclusive features which must be seen to be fully appreciated. All models on display at our offices.

1936 WATLING ROL-A-TOP

All That's Best of All That's New . . . First. BEAUTY: The more attractive the machine, the more customers they attract. This new Watling is certainly a beauty. Second. Mechanical efficiency: For 47 years Watling has built better and better machines, keeping the name of Watling ahead of all others. The new Rol-A-Top is the greatest machine Watling ever built.

Wire, phone or write any of our offices for quick service on Watling Products

ELECTRO BALL CO., Inc.

1200 Camp Street DISTRIBUTORS DALLAS

428 Main Avenue
San Antonio, Texas

125 S. Seventh St.
Waco, Texas

527 N. W. Ninth Street
Oklahoma City, Okla.

804 Tenth Street
Wichita Falls, Texas

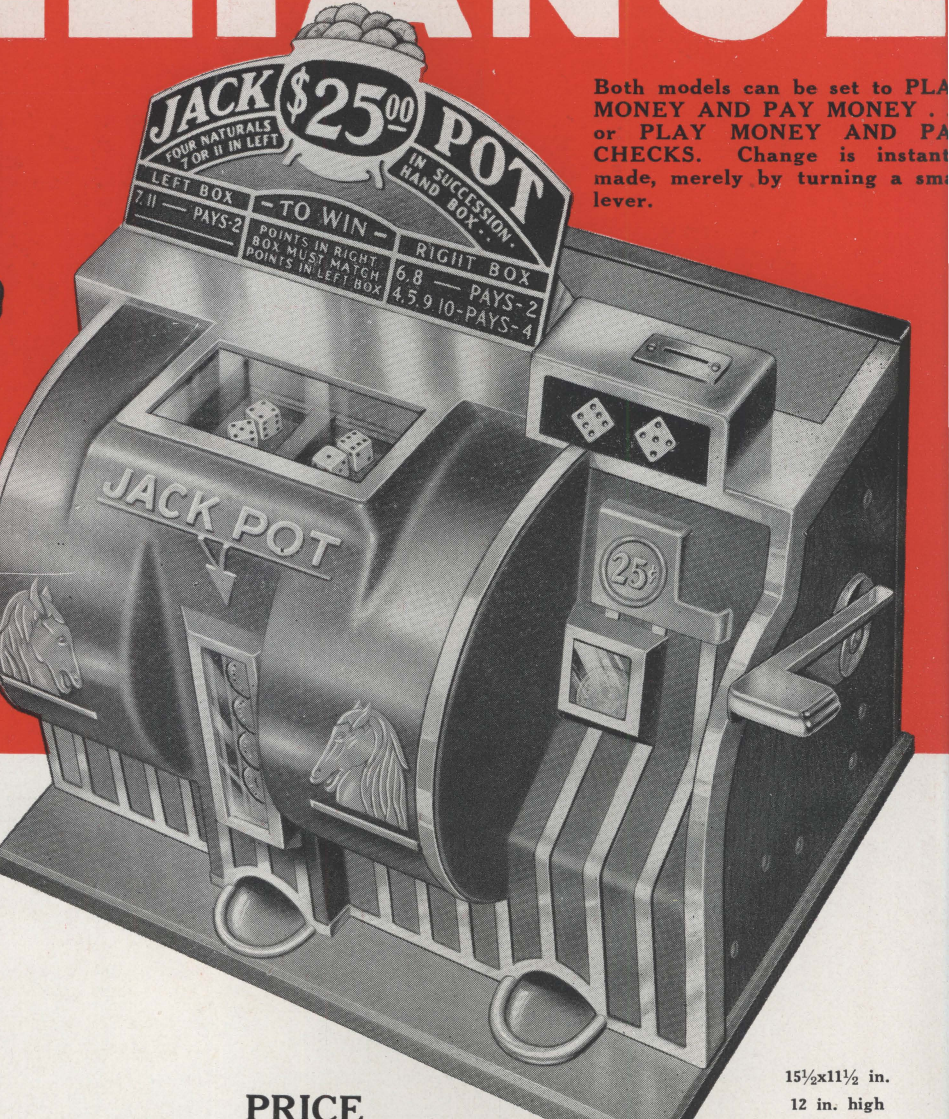
517 Canal Street
New Orleans, La.

1018 Jennings Avenue
Fort Worth, Texas

ell dem ol' time bones fo' junk, 'cause craps am now a scienc

Rise an' dust yo' britches off . . . git goin' on

RELIANCE


JACK $25.00 POT
FOUR NATURALS 7 OR 11 IN LEFT
IN SUCCESSION HAND BOX
LEFT BOX
7.11 — PAYS-2
- TO WIN -
POINTS IN RIGHT BOX MUST MATCH POINTS IN LEFT BOX
RIGHT BOX
6.8 — PAYS-2
4.5.9.10-PAYS-4
JACK POT
25¢

Both models can be set to PLA
MONEY AND PAY MONEY .
or PLAY MONEY AND PA
CHECKS. Change is instant
made, merely by turning a sma
lever.

IT PLAYS THE *Regulation* GAME

WITH TRUE DICE

Here's the game that really rolls the bones . . . plays the old favorite dice game as it should be played! RELIANCE is not merely "another game" played with spotted cubes . . . IT'S REGULATION DICE . . . nothing else but!

15½x11½ in.
12 in. high

PRICE
Nickel Model $119.50
Quarter Model $124.50
F.O.B. Chicago

WE ARE EXCLUSIVE DISTRIBUTORS IN TEXAS

SEE
YOUR
FAVORITE
JOBBER

EARL E.

JEFFERSON HOTEL

YES SIR!! BALLY'S

RELIANCE

IS THE OPERATOR'S BEST BET . . . A REAL

DICE MACHINE

HERE IS HOW IT WORKS

Dice are FREE-MOVING and DISAPPEAR as each play starts . . . appearing again when handle is pulled all the way down.

Dice thrown into left-hand box represents player's first throw . . . and if 7 or 11 appear, automatic payout spills out into player's hand; 2, 3, or 12 on first throw constitute "crap" and machine is automatically locked. However, any other number, such as 4, 5, 6, 8, 9, 10 represents player's point . . . AND PLAYER CONTINUES TO PULL THE HANDLE ON FREE PLAYS.

Second operation of handle throws another set of dice into right-hand box . . . and each and every pull on the handle thereafter automatically scrapes dice out of the box and throws them up again. If point is made various awards are automatically released; but if 7 comes up in right hand box machine automatically locks.

$25.00 GOLD AWARD

Automatically released when player gets four "naturals" (7 or 11) in succession on Quarter Model ($5.00 Gold Award on Nickel Model).

This juicy Gold Award . . . and fact that dice is understood and enjoyed by every red-blooded man in America insures tremendous profits for the RELIANCE operator . . . and steady revenue for many years to come. GET IN ON THE GROUND FLOOR NOW!

WE ARE EXCLUSIVE DISTRIBUTORS IN TEXAS

REYNOLDS

DALLAS, TEXAS

SEE YOUR FAVORITE JOBBER

Hamilton Manufacturing. Co., Announces Southern Branch

South and Southwest Territory to be given Overnight Delivery Service from Fort Worth, Texas Branch

Fort Worth, Texas.—The Hamilton Manufacturing Company, makers of quality salesboards of every description, with home offices at 413 South Fifth street, Minneapolis, Minn., have opened a large branch establishment at 1016 Jennings avenue this city. The outstanding purpose of this movement is to give the trade in the South and Southwest a prompt service on all the Hamilton salesboard numbers.

The Fort Worth headquarters is under the management of Mr. J. H. Sherburn who has had a number of years experience in the salesboard business. He has been with the Hamilton Manufacturing Company for some time and has been covering the Southern and Southwestern territory for the Hamilton firm for several years. He is well known in the section he is serving and is recognized as an outstanding salesboard authority in every respect. His counsel and co-operation will be very beneficial to the trade in this section.

The Hamilton Manufacturing Co. is recognized as one of the largest originators, designers and manufacturers of money-making salesboards in the world. They have been in the business approximately 25 years and have made a close study of the business from every angle. When they produce and offer a number it is bound to be a successful piece of merchandise for the operator. Hamilton offers the finest quality of merchandise at no additional cost to the jobber and operator. At this time they promise the trade 120 new money-making numbers during 1936. So, one can readily see the necessity of being on the Hamilton mailing list for 1936.

Every Hamilton board is unique and distinctive. Beauty predominates and that inviting appeal stands out in every number. Hamilton salesboards are better business builders. Every merchant is proud to have Hamilton boards on his counters.

J. H. SHERBURN

A varied assortment of boards designed with a special payout for operators only is maintained.

Hamilton boards are manufactured on special machines designed after many years of experience and research; machines built in their own machine shops. They have the most perfect precision die-cutting machines in the United States. Hamilton board users need no guarantee. Every Hamilton board is made as perfect as it is humanly possible to manufacture without error. However, should any fault develop in a Hamilton board they will gladly replace it immediately without charge.

The Fort Worth branch carries a full and complete stock. The stock shelves are simply groaning under the weight of stock that is maintained for the trade in the Southern and Southwestern territory. Every Hamilton number is carried for immediate shipment from the Fort Worth branch. Never before has the Hamilton Manufacturing Company offered this territory such an interesting service. Not only will you enjoy prompt deliveries but you will also have a saving in transportation charges coming your way.

The Fort Worth offices have installed efficient accounting systems and records of all purchases are kept so that the buyer will be advised immediately regarding any new numbers that come out.

Mr. Sherburn invites all Southern and Southwestern jobbers and operators to make the Hamilton offices their headquarters when in Fort Worth, and by all means to write in and get their names on the Fort Worth office's mailing list.

◆

Dale H. Brown is another new subscriber who joins the AUTOMATIC WORLD family. Dale operates in the Colorado territory.

◆

Roy Copeland, another Texas op, says, "Got to have the WORLD," and sends in his dollar. You are welcome, Roy.

HAMILTON MFG. CO.
OPENS SOUTHERN BRANCH OFFICE

HAMILTON MANUFACTURING CO. SOUTHERN BRANCH OFFICE
1016 HAMILTON MANUFACTURING CO.
HAMILTON MANUFACTURING CO. SOUTHERN BRANCH OFFICE

AT 1016 JENNINGS AVENUE
FORT WORTH, PHONE 2-9015 TEXAS

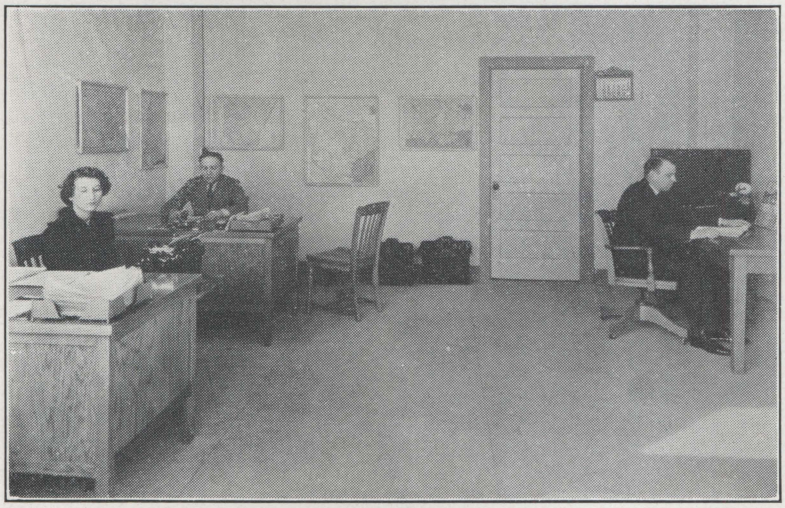
We carry a complete stock of merchandise and are equipped to render OVERNIGHT service to any point in the South and Southwest. Just phone, write or wire your order and shipment will be made promptly. You will be pleased with our quick service.

Special Hamilton Representatives
WILL MAKE REGULAR CALLS

HAMILTON'S
TO OPERATORS
IN THE SOUTH

Our Efficient Sales, Office and Stock

AT OUR NEW SOUTHERN



Front office of the Hamilton Manufacturing Company's new Southern branch at Fort Worth, Texas. Efficiency and attention to detail is in evidence so that all operators and jobbers in the South and Southwest can receive overnight service on Hamilton salesboards.

LOCATED

At
1016 JENNINGS
AVENUE

FORT WORTH

PHONE 2-9015

To all operators and jobbers in Texas, Oklahoma, Louisiana, Arkansas and Mississippi! This Fort Worth branch has been installed in order to give you a prompt service you have never had before. Every order is shipped immediately upon receipt of same. Not only will you enjoy quick delivery service but you will also appreciate the saving in transportation charges.

WE ARE HERE TO SERVE

HAMILTON MFG. CO.

1016 Jennings Ave.
FORT WORTH, TEXAS

604 Mission St.
SAN FRANCISCO, CALIF.

ANNOUNCEMENT
AND JOBBERS

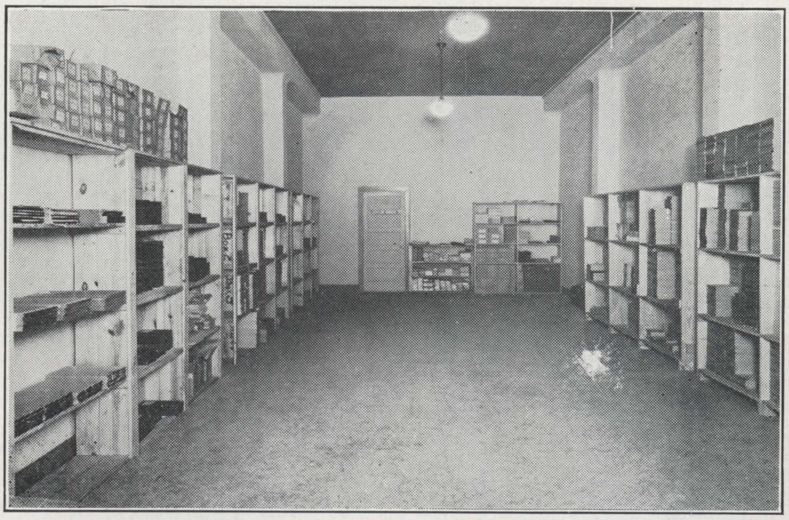
AND SOUTHWEST

Room Force Always Ready to Serve You

BRANCH OFFICE

OVERNIGHT SERVICE

TO ANY POINT IN THE SOUTH



A section of the huge stock room at the Fort Worth branch of the Hamilton Manufacturing Company. A full and complete stock of all Hamilton numbers are carried at all times. Quick shipment can be made night or day from this large stock.

Remember! We carry a full and complete stock of every Hamilton number at the Fort Worth branch. Not a partial stock but a full and complete stock. Hamilton also pledges itself to give the trade 120 new numbers in money-making salesboards during 1936. These new numbers may be had from Fort Worth as fast as they are produced.

THE SOUTH AND SOUTHWEST

413 SOUTH
FIFTH ST. . .

MINNEAPOLIS, MINN.

1349 Washington Blvd.
LOS ANGELES, CALIF.

617 Western Ave.
SEATTLE, WASH

OUR EFFICIENT SHIPPING DEPARTMENT ASSURES YOU PROMPT OVERNIGHT SERVICE

All Southern and Southwestern operators and jobbers are fortunate in having this quick, overnight delivery service offered them on their salesboard orders. Our shipping department is alert to every detail and every order received is given prompt and individual attention. With the establishing of the Fort Worth branch, Hamilton Manufacturing Company has brought its quality, money-making merchandise right to the door of all Southern and Southwestern operators and jobbers.

HAMILTON ALWAYS PRESENTS THE NEWEST IN SALESBOARDS

EVERY NUMBER A WINNER

CONSTITUTION OF NATIONAL COUNCIL C.M.O.A.

ARTICLE ONE

Name

Section 1. The name of this organization shall be the National Council of Coin Machine Operators Associations.

ARTICLE TWO

Objects

Sect. 1. To promote and foster goodwill and harmonious accord among all operators' organizations.

Sec. 2. To provide a medium for the dissemination of essential information and such other services as may be essential to the welfare of its members.

Sec. 3. To lend its influence and support to all measures intended to be of benefit to the coin machine industry at large, and to seek a unification of effort among all branches of the trade.

ARTICLE THREE

Membership

Sec. 1. The membership of this Council shall be open to all bonafide operators' associations whose aims and ideals are not in conflict with the intent and purposes of this Council, and who after petitioning membership shall be elected to membership by a majority of the Council's voting strength as hereinafter set forth.

Sec. 2. Dues in the Council shall be payable yearly as follows:

(a) Organizations considered to be state organizations shall pay a fee of $50 and shall be privileged to elect two delegates to the Council.

(b) Organizations considered to be local organizations shall pay a fee of $25 and shall be privileged to elect one delegate to the Council.

(c) There shall be individual memberships provided for as follows:

Contributing members at $1.
Sustaining members at $5.
Sponsoring members at $10.
Maintaining members at $50.

These memberships shall be provided with a properly inscribed membership card that will be issued by the secretary-treasurer, and such cards will act as an official receipt for all such funds received by the Council.

(d) Each delegate provided for herein shall be entitled to one vote. Each duly elected officer of the Council shall be entitled to one vote. There shall be no other votes allowed.

(e) Dues as herein set forth shall be payable in advance and duly accredited for one year from the date of application. Council members in arrears shall forfeit all rights and privileges as soon as they become delinquent and shall be dropped from the membership roll in sixty days if such delinquency shall continue after due notification.

ARTICLE FOUR

Officers

Sec. 1. The officers of this Council shall consist of a President, Vice-President and Secretary-Treasurer and they shall act as an Executive Committee with full power and authority to conduct the Council's affairs between meetings.

Sec. 2. The terms of all officers shall expire at the annual meeting which shall be determined by the dates of the annual trade exposition unless otherwise decreed by the consent of a majority vote of the Council members.

Sec. 3. In the event a vacancy shall occur in any of the elective offices, such vacancy shall be filled by a majority vote of the Council members and the person or persons so elected shall serve until the next annual meeting when their successors shall be duly elected as herein provided.

ARTICLE FIVE

Funds

Sec. 1. All funds received in the name of the Council shall be payable to the Secretary-Treasurer and deposited in the name of the Council at a bank to be designated by the Executive Committee.

Sec. 2. All bills regularly contracted shall be paid promptly.

Sec. 3. No bills other than those for the conduct of routine business shall be contracted without the authority and consent of the Executive Committee.

Sec. 4. All expenditures shall be in the form of a check which shall be valid only when signed by the Secretary-Treasurer and countersigned by the President.

ARTICLE SIX

Amendments

Sec. 1. Amendments to the Constitution may be made by resolution in writing to the Secretary-Treasurer for submission to all Council members for their ratification or rejection.

Sec. 2. If ratified by two-thirds of the Council membership the amendment shall become a part of the Constitution.

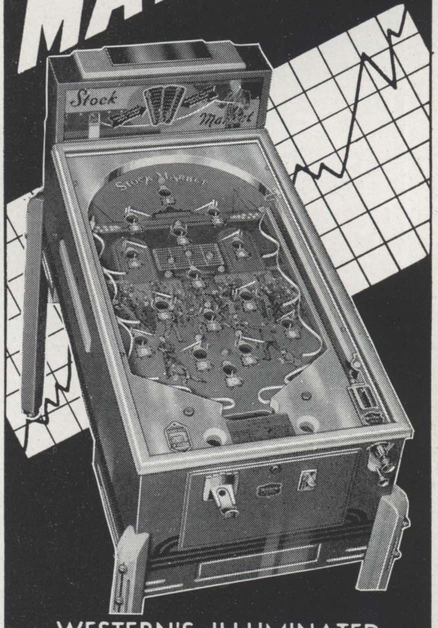
Adopted in Convention assembled at the Hotel LaSalle, Chicago, Ill., January 13, 1936.

RALPH T. YOUNG, Pres.
A. J. LaBEAU, Sec.-Treas.

A TIP TO INVESTORS

THE MARKET IS ALL "BEAR" (*$ to you*) AND NO "BULL" OPERATING

STOCK MARKET



WESTERN'S ILLUMINATED ODDS CHANGING ONE BALL AUTOMATIC PAYOUT TABLE FUTURE PLAY and TWO DIVIDEND MYSTERY LIGHTS keep the player's interest at high pitch. Game pays future play odds on insertion of second nickel.

Equipped with Western's payout unit. $115.00

Check separator $5 more

$123.00 Ticket Model

WESTERN EQUIPMENT & SUPPLY CO.

925 W. NORTH AVE., - CHICAGO

How to Develop "Loyal" Locations

By J. A. BARTLETT

One of the best locations I have, the Apex Springs General Store, located in an out-of-the-way mountain district, is a demonstration in loyal locations, and what they mean to the coin machine operator. Competition has tried to take the Apex away from me time and again, and dangled alluring percentages before Jake Stonehouse (the names I use, are, of course, not the real ones), the owner. Jake never more than grunts in reply. He stands by me. I can have his full co-operation as long as I live—that I thoroughly believe.

That is the type of location which really makes us money—the loyal fellows. I'll tell you the story of the Apex, and thereby illustrate how loyalty is created in locations.

When I first put my machines in with Jake Stonehouse, he simply ran a tiny general store. His business experience was almost nil. He had been a miner who had saved up his money and in whom the spirit of enterprise blazed. He knew nothing about merchandise or its purchase; the word "inventory" was as strange to him as rhinocerous to an Eskimo. However, Jake had the trader's instinct. He was getting along very well with his little store when I came along.

On my second visit, catching Jake at a dull time in the day, I began to prime him for expansion. "Jake," I said, "you are doing a nice little business—making money, I can see that!"

Jake agreed, and insisted on getting his bank book, and showing to me his growing balance.

"What you need to do," I urged him, "is to make an addition to this building, put in a couple pool tables. Jake, there's money in the pool hall business—and you'll double your profits, from the first week."

I supplied him with the specific facts that he wanted to have. What tables would cost, what would be a reasonable weekly volume per table, other things like that which would occur to a practical man. Upshot of it all was that, inside of a month, Jake had decided to adopt my idea. And it worked out—right from the start.

In my travels around the territory, I had observed how country dance halls were money-makers in many cases. Soon I was talking a dance hall to Jake. I sold him that idea, too. I helped line him up for entertainment service. I showed him how to advertise his dances. Of course, all the time, the value of the location to me was growing.

You can understand how it was that, after a few months, Jake would make no major business move without consulting me. He needed a little financing for his dance hall, and I helped him secure it. We are like brothers now. I know every member of his family, and always eat with them when in that section (a tip for other coin machine operators). Our families have picnics together in summer.

Since I have started with the story of a mountain location, suppose I continue with examples from the same district.

There are a lot here of "little fellows," the kind of business men Jake Stonehouse was to start with. I am always on the alert for things I can do to help them little or a great deal. There was, for example, John Bunker.

Bunker was doing considerable business in his little store and refreshment stand beside a canon highway, but, somehow, he didn't get ahead. I used to find him glum and discouraged. I took it on myself to do a little detective work.

"John," I told him, confidentially, "your man is stealing from you. How much he has got away with in the past six months, I can't say, but I know this, that if you don't do something about it, you are going to be bankrupt before long."

Bunker, you see, was one of these "little fellows" who didn't bother to keep books, or regularly to check stock. And he trusted implicitly his clerk, who was shamelessly "knocking down" daily, besides pilfering from the stock.

Bunker had a showdown with the man, arranged for a cash settlement, which the clerk financed with the help of relatives. Since that time Bunker always "shops" any employee once in so often. I don't have to say that his store is a loyal location. It always will be, I am sure.

The new clerk was a young chap whom I recommended. In fact, helping locations to get men, and helping the men to get jobs, is one of the best loyalty-building policies I know.

I have performed this sort of mutual service dozens of times. The consequence is that, among my locations, there is a group of employees, which is always growing, each of whom owes his employment very largely to me.

Are these boys loyal, and do they boost for me and my machines at every opportunity? I'll tell the world they do!

Any idea you can give a location which will help it make larger profits is sure-fire in its loyalty-building value. In recent months, a new service which has gone over big in country districts is locker cold storage for farmers. It doesn't take much space to establish this service—a cutting room, and a refrigerating department, with basket lockers, rented at 50c or $1.00 per month to farmers, who bring in beef, pork, and other meat. An ice machine which will handle 500 lockers can be had for a reasonable investment.

I have induced three different country locations, in as many different trades, to go in for locker cold storage. Each has made money hand over fist.

I showed a mountain druggist how he could stock skiis and other winter sports supplies, and make some fast money. I told another how he could put in luncheonette service. In fact, I try to be a regular missionary of new business-getting ideas.

You know, it isn't very hard to suggest a profitable new plan to a great many locations. They are "little fellows," as I have called them earlier in this. Their horizon is very limited. They don't travel much. A coin machine operator, however, in the nature of his business, moves out and around. He has the chance to pick up good ideas.

These ideas which make more money for the location are, in nine cases in ten, things which will increase location traffic, and so my

(Continued on Page 22)

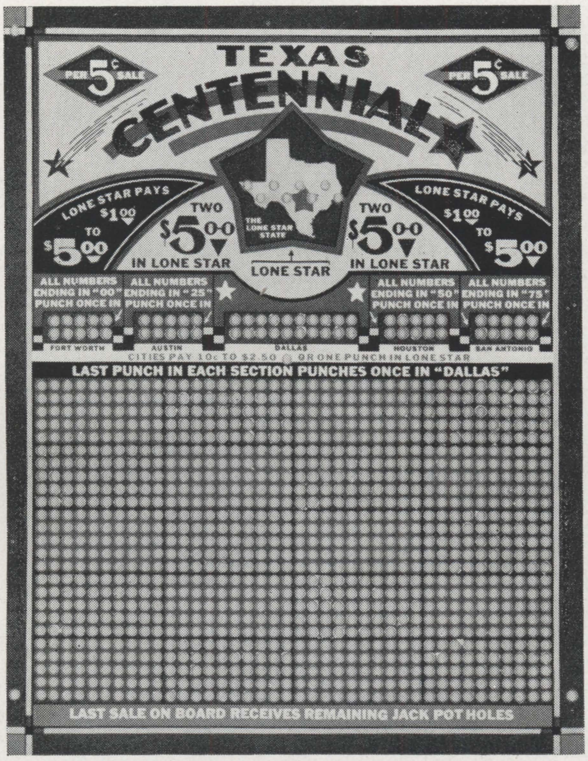
Superior Presents:

THE TEXAS CENTENNIAL

SALESBOARD

Over-Night
Delivery
To All
Southwestern
Points
From Complete
Stocks
Carried in
Dallas

Transportation
Paid on $50 or
More Net Orders


TEXAS
CENTENNIAL
PER 5¢ SALE
PER 5¢ SALE
LONE STAR PAYS $1.00 TO $5.00
TWO $5.00 IN LONE STAR
THE LONE STAR STATE
LONE STAR
TWO $5.00 IN LONE STAR
LONE STAR PAYS $1.00 TO $5.00
ALL NUMBERS ENDING IN "00" PUNCH ONCE IN
ALL NUMBERS ENDING IN "25" PUNCH ONCE IN
ALL NUMBERS ENDING IN "50" PUNCH ONCE IN
ALL NUMBERS ENDING IN "75" PUNCH ONCE IN
FORT WORTH
AUSTIN
DALLAS
HOUSTON
SAN ANTONIO
CITIES PAY 10c TO $2.50 OR ONE PUNCH IN LONE STAR
LAST PUNCH IN EACH SECTION PUNCHES ONCE IN "DALLAS"
LAST SALE ON BOARD RECEIVES REMAINING JACK POT HOLES

Samples
On Display
At All
Electro Ball
Offices . . .
Fort Worth
Waco
San Antonio
New Orleans
Oklahoma City
Wichita Falls

AGAIN SUPERIOR LEADS . . . in presenting The TEXAS CENTENNIAL Salesboard!! . . . made to our specifications and tying in with the Million Dollars worth of publicity on the great Texas Centennial! It is attractive! It is timely! It has plenty of appeal! This will be "the" board throughout Centennial year! Order now and be first to present it in your territory!

Definite payout, take and profit. Entire jackpot punches out.

1000 Holes at 5c per sale	$50.00
Pays out, definite	25.00
Profit, definite	$25.00

Thick board, with easels and celluloid protector over jackpot. List price, $3.65, operators discount, 33⅓%, plus 10% U.S. Tax.

We carry the complete Superior Line—America's most popular salesboards!
Write for Catalog

We sell to professional operators only . . . never to locations!

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120 St. Louis Avenue
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AUTOMATIC WORLD PUBLISHING CO.
An independent, nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

O. J. BRANCH - - - - - - Business Manager
AARON SMITH - - - - - Advertising Manager
TOM MURRAY - - - - - - - - - - Editor

Subscription Price:
One Year $1.00
THREE Years $2.00
Canada, One Year $1.75

Advertising Rates Furnished Upon Request

The National Magazine of the Coin Machine Industry

LET'S KEEP THE FUTURE IN MIND

The coin-operated device industry has enjoyed a wonderful growth during the past few years. This growth has been created by progressive and sincere thought on the part of the members of the business. Growth is never created from any other kind of thought. For a person or an industry to grow the right thinking must be in evidence. Right thinking produces or gives birth to the right kind of action and the right kind of action creates the rght kind of accomplishments and the right kind of accomplishments create the right kind of rewards. So there you have the whole story of success.

When a person or an industry begins to exercise a selfish, "don't care" disposition, that person or industry is starting backward toward the ash can and failure. The idea and desire for monopoly was developed in the stone age. It has always been a failure. In fact, it is a child's thought and any man who will allow such an idea to dominate his brain today acknowledges the fact that he has a child's brain and belongs even to the stone age.

Two things, or two certain lines of thought, will ruin our future for a bigger and better industry. One of them is the idea of monopoly. The other is a "don't care" disposition. We all know what is usually thought of when the word monopoly is mentioned. It means that there is a desire to smother another to death and take charge of the field. It is a demon craze for power and is only created by perverted thought.

The "don't care" disposition is the fellow with the thought that nothing matters. To h—— with the future and why not get it while the getting is good. He takes nothing serious and has no thought or respect for the future in any way. It matters not to him whether quality prevails or not and he is unquestionably selfish beyond measure.

We do not believe that the coin-operated machine industry has any of these individuals in it. If there is they are certainly in the minority. But it is good to think on these things in order that our industry be assured of a continuation of the successful growth it is now enjoying.

BUSINESS OUTLOOK HOPEFUL

"No year since 1928 has found business in a more cheerful mood," Business Week declared recently. "Many lines have established new production, sales and profit records," it continues, "that put even 1929 in the shade. Others have come close to that goal. Residential construction has received its first upward thrust in virtually a decade. Plant expansion and modernization have made notable strides. Nine reciprocal trade treaties have been completed, paving the way for a better distribution of the world's goods between the 'haves' and the 'have nots.'

"Despite record-breaking bank reserves and threats of foreign wars, there has been no evidence of price inflation. Such unorthodox industrial experiments as the NRA have been brushed aside without so much as jolting the economic chariot. And a new experiment in social security has been inaugurated whose significance is as yet undetermined.

"Twelve industries break all previous records in 1935, which is significant."

ORGANIZE YOUR LOCAL NOW

AUTOMATIC WORLD wishes to again impress it upon operators in every city and county to organize a local association without delay. Be sure to read "BE A KEY-MAN YOURSELF" in this issue. It deals strictly with your movements in organizing your local group. With a good local association you can keep your business running nicely. Someone must take the lead. Someone must make the start and it might as well be YOU as the other fellow. At any rate, get the ops together and organize a local association and make your operating business a safe and sure business.

HABIT RULES US

Thrift is a habit. A habit is a thing you do unconsciously or automatically, without thought. We are ruled by our habits. When habits are young they are like lion cubs, soft, fluffy, funny, frolicsome little animals. They grow day by day. Eventually they rule you. Choose this day the habit you would have to rule over you. The habit of thrift is simply the habit which dictates that you shall earn more than you spend. In other words, thrift is the habit that provides that you shall spend less than you earn. Take your choice.—Elbert Hubbard.

YOU MUST WIN TODAY

It was not so many years ago that Babe Ruth was crowned the Home Run King because he knocked out sixty homers in one season. And now, because he isn't hitting home runs as he did in the old days, the Babe is out of the game. All of which is convincing evidence that yesterday's hits will not win today's ball game.

In selling as in baseball past records do not count. To stay on the top we must continue to win. We can't get by on yesterday's record—we must win today!

◆

Esteem, honor, position, and success await the honest-hearted man who can go into life and treat others with the same consideration that is due to manhood. All this comes under the heading of tact. The lack of this quality will injure any man immeasurably.

◆

"If you divorce capital from labor, capital is hoarded, and labor starves."

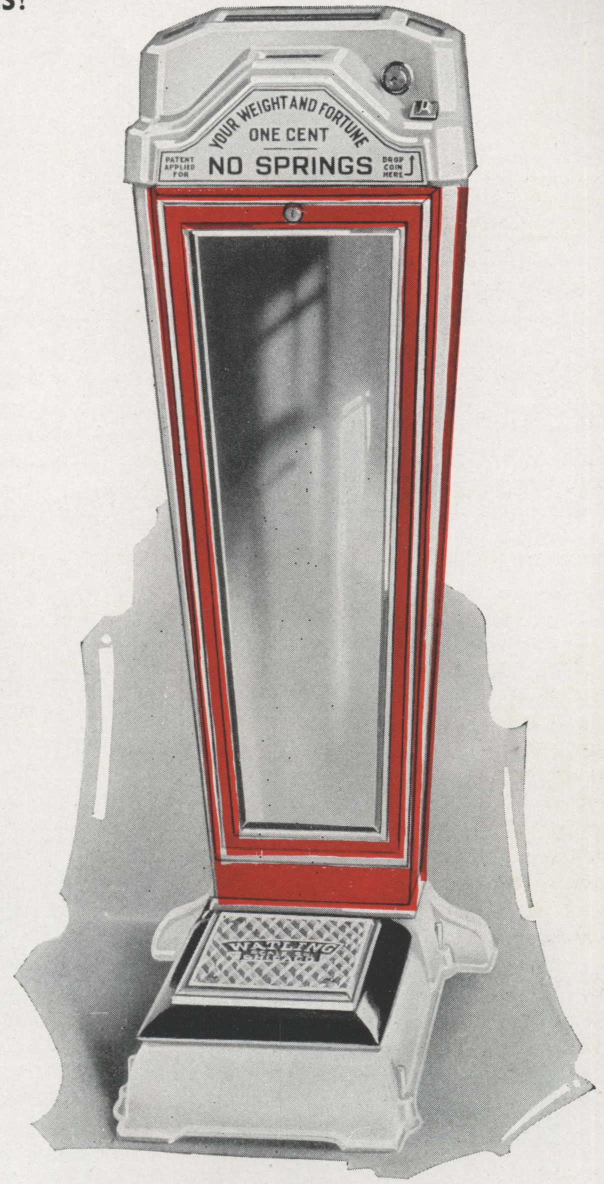
◆

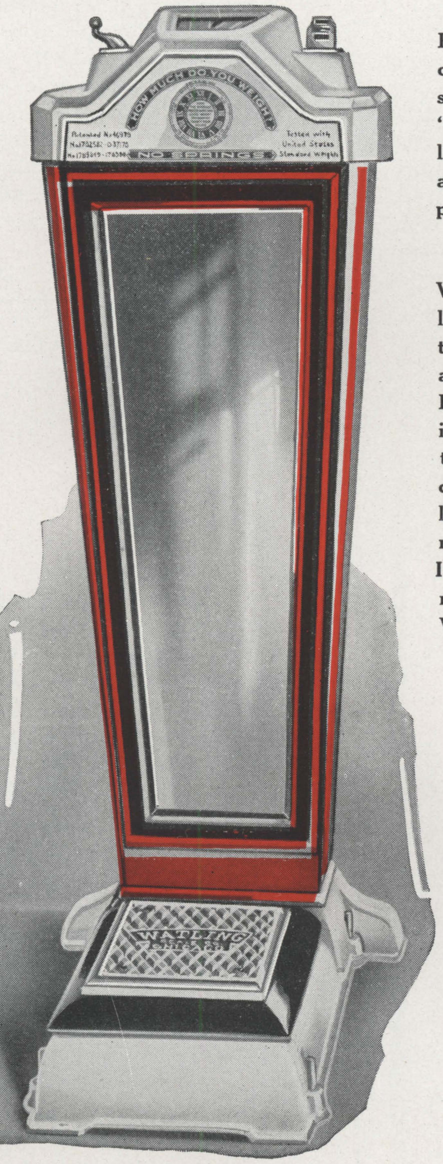
Nothing is wrong with the mind of the man who minds his own business.

NOW . . . AT ALL ELECTRO-BALL CO. OFFICES!

WATLING
SPRINGLESS
SCALES

STYLE . . . that's new, modern!
IMPROVEMENTS . . . obtainable in no other scale!
PERFORMANCE . . . that only Watling can give!
VALUE . . . the greatest of all!


YOUR WEIGHT AND FORTUNE
ONE CENT
PATENT APPLIED FOR
NO SPRINGS
DROP COIN HERE
WATLING


HOW MUCH DO YOU WEIGH?
Tested with United States Standard Weights
NO SPRINGS
WATLING

Every coin machine operator should have a "string" of Watling Scales. They are safe, sure, permanent!

Watling Springless Scales get the best locations and hold them. Because they are in a class by themselves, you can place them in locations that never had a scale. Invented and made only by Watling!

Tom Thumb Fortune Telling Scale

The only fortune telling scale where the public can ask questions. Just turn a knob to the question, then drop a penny and get both weight and fortune. This great feature increases earning about 100 per cent. No springs. Weighs 1 to 300 pounds accurately.

Buy quality not price. Terms $10.00 DOWN, $5.00 MONTHLY.

In stock at all Electro-Ball branches. Order from one nearest you.

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Fort Worth, Texas

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804 Tenth Street
Wichita Falls, Texas

The Tom Thumb Scale

This is the famous "Tom Thumb Scale," built and improved by Watling since 1889. It's beautiful, foolproof and made to last for years. No springs means no trouble. You can make money operating these scales.

HOW TO DEVELOP "LOYAL" LOCATIONS

(Continued from Page 18)

profits as a coin machine operator.

Loyalty is stuff that can't be built all at once. The coin machine operator's own character has a great deal to do with it. The operator, from his very first contact with a location, should begin to build for a condition of strong loyalty.

How shall he do this, you ask. Well, he must be thoroughly honest and reasonable in his sales talk to the location. Making claims of returns which are utterly out of reason may be successful in securing the location, but it is mighty poor medicine for holding the location. I don't mean that the operator should not be optimistic. He should be, of course; he should have plenty of enthusiasm. However, the statement should be so made that the location has no cause later to feel that the operator misrepresented or that, using a more lenient but yet devastating phrase, he is a "hot air artist." Coin machines offer mighty attractive opportunities to locations—a chance to make substantial profits without the investment of a cent.

Time and time again I have had this occur—a demonstration of the value of loyalty. I have lined up a location, and put in my machines, but have been unable to persuade the owner to give me the positions I would like. Several months later, however, after I have become well acquainted with the owner—he was my loyal friend—he has voluntarily proposed that we change the locations to something better. I tell you when you have a location on that basis, you are ready to go to town!

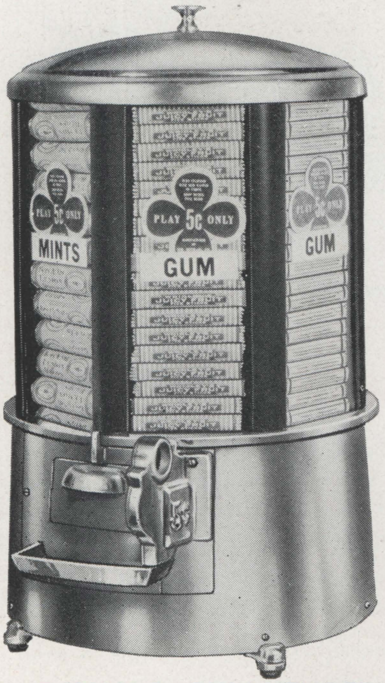
Again, the man who lives his business life in a location can know a great deal more about it, and its traffic, than the operator who only calls occasionally. I have selected what I thought were the best locations, only later to have the owner propose something else. "They'll do better there—I'm sure of that!" And when I have carried out his suggestion, I have found him right.

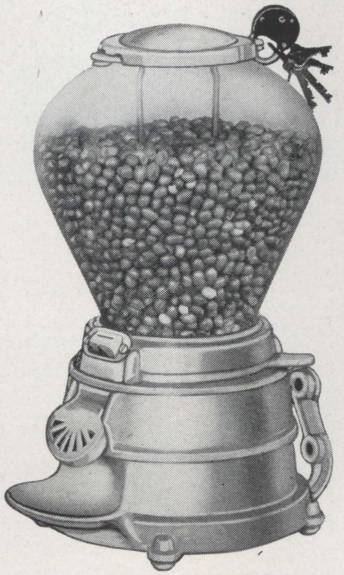
When some personal misfortune overtakes the owner or manager of a location, it is my policy to perform an act of sympathetic friendship. So it was that when Bill Sweeney's son got into serious trouble down state, I put myself at Bill's disposal, and performed a friendly service the family always will be grateful for. Death or sickness is the occasion for flowers. The moral of all this is:

If you are to have loyalty from your location you must be everlastingly loyal to them!

It isn't possible, of course, to have locations all of whom are ideal loyal ones. However, I would feel that I wasn't putting over my business if I couldn't at any time refer a prospective location to a majority of my present locations, absolutely confident that present locations would declare a mighty good word for me. This condition is so true that, canvassing a prospect, I always make a big play of my present loyal, satisfied locations.

TWO MONEY MAKERS





7-WAY 5c GUM VENDER

Increase Gum Sales 100% With

Our new 7-Way GUM VENDOR. It will vend any standard package gum. Each space holds 20 packages. These vendors are highly polished, thus making a very beautiful and attractive display case.

These vendors are locked top and bottom, and as they are tamper-proof, they are hard to get out of adjustment. They are slug-proof as possible to make them, refusing all iron slugs and all checks **with holes in them, regardless of what material** they are made.

To convince yourself that they are a real money-**saver, send a postal money order for $12.50 for a** Sample Vendor.

NUT VENDOR

Our New All Aluminum Topped Peanut Machines will vend either Spanish or Jumbo peanuts or other small confections. Peanuts come only in contact with glass and aluminum, keeping them sanitary and free from rust. Bracket with each machine. Single machine, $8.00. One to four dozen $72.00 per dozen. Five or more dozen, $60.00 per dozen. One-third with order, balance Bill Lading Attached.

WM MICHAEL CO.

4238 Madison Avenue
INDIANAPOLIS, IND.

PRAISES AUTOMATIC WORLD

Mr. Tom Murray,
Automatic World,
120 St. Louis Ave.,
Fort Worth, Texas.
Dear Tom:

I have stood it about as long as I can without telling you and giving you my sincere compliments on your very apparent progress with the AUTOMATIC WORLD.

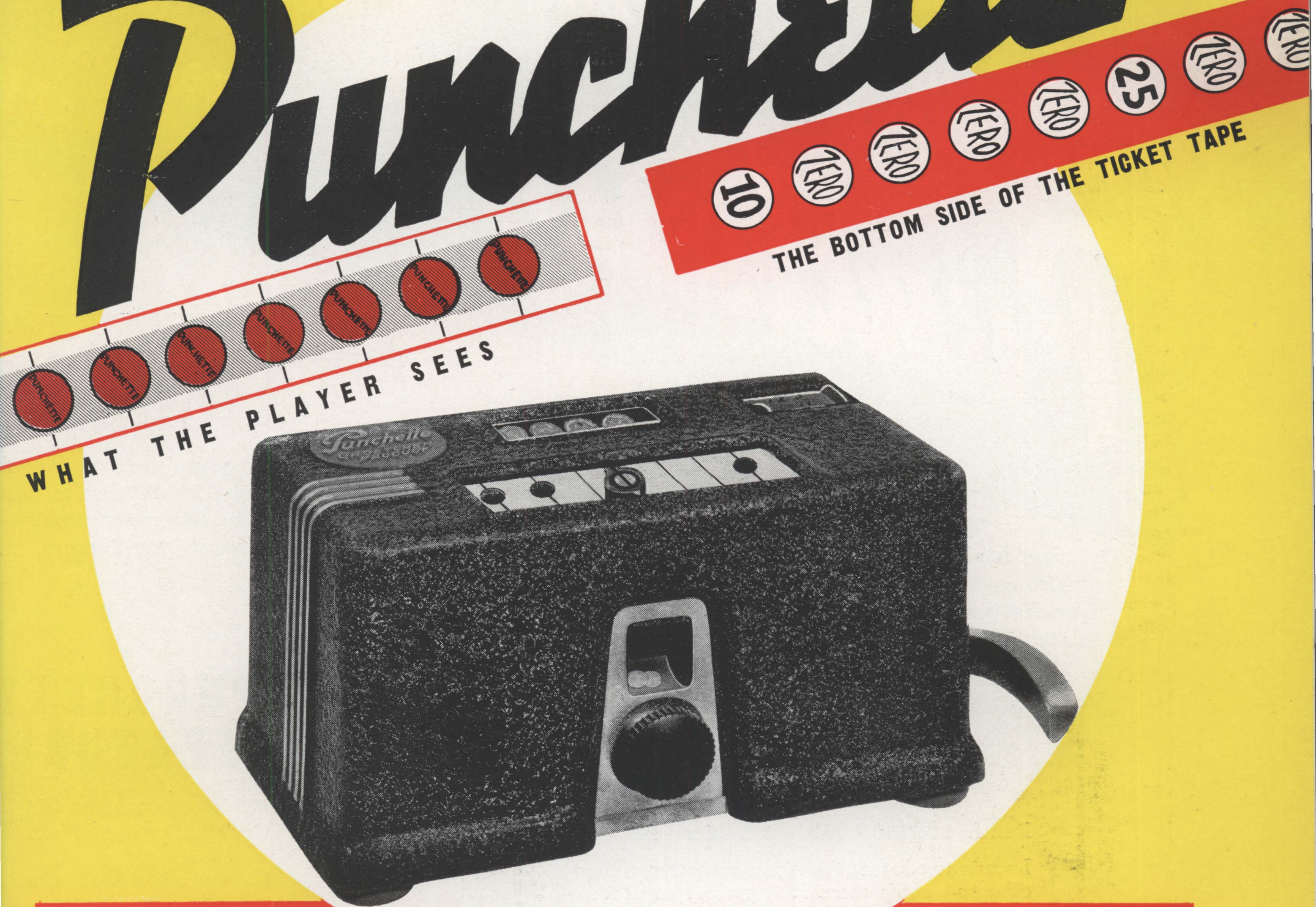
I can remember several years back when your magazine first came out and truly to appreciate the full benefit of your rapid progress, one would have to see the first AUTOMATIC WORLD along side of a current issue.

I, personally, look forward each month for the new issues as it does in a great way keep me posted on the very latest happenings in the coin machine world. As a matter of fact, one has but to read the AUTOMATIC WORLD monthly to be up on everything new in the industry. With this thought in mind, I close with heartiest congratulations on your splendid publications.

Cordially,

M. T. REINERS,
Buckley Manufacturing Sales
Fort Worth, Texas, Feb. 12.

Punchette


WHAT THE PLAYER SEES
PUNCHETTE
THE BOTTOM SIDE OF THE TICKET TAPE
10
ZERO
ZERO
ZERO
ZERO
25
ZERO
ZERO
Punchette

THE COIN OPERATED MECHANICAL PUNCH BOARD

PUNCHETTE is the sensational, different Counter Game for which every Operator has been waiting. There is nothing like it to compete with on your locations, it combines the attractiveness of a colorful Punchboard with the accuracy of a Cash Register.

PUNCHETTE is a Silverstreak for quick profits because Players are immediately fascinated by its novel operation; it allows them complete freedom of choice to punch anyone of the 1000 or 1500 possible Punches; it's as exciting as a treasure hunt, trying to find that big $2.50 reward—frequent small rewards give new zest to the play.

PUNCHETTE gives you complete protection by providing a printed record of all payouts.

Make 1936 a **PUNCHETTE** *Year ● Get all the Profits to which you are entitled*
● Buy **PUNCHETTE** *for a permanent investment—it's profits last forever.*

OPERATORS PRICE
$19.75

Operate It Anywhere—Its Appearance Makes It Acceptable on All Locations!

Punch out REAL Profits with Punchette

The MOST VERSATILE COUNTER MACHINE EVER MADE

Player has the choice of turning the dial left or right, which enables him to select anyone of the 1050 possible punches on the ticket Roll. Insertion of a Nickel connects the punching mechanism, a round paper slug is punched out, indicating reward.

REWARDS

Run from $2.50 - $1.00 - 50c - 25c - 20c - 10c

Location redeems tokens in cash or merchandise and holds them for operator as definite proof of payouts.

TICKET ROLLS CONTAIN 1050 PUNCHES

With a gross intake of $52.50. Available in two percentages:

60% Roll has 162 possible winners, paying out $31.50

42% Roll has 126 possible winners, paying out $22.50

Ticket Rolls are printed in six different colors, you can change from week to week to keep player interest at highest pitch.

Price of Ticket Rolls $1.10 each, tax included.
Send Cash with order to save C.O.D. charges.

GROETCHEN'S PUNCHETTE is ad
ed to all locations.

Start operating it with th
Cash Payout Ticket Rolls.

In weeks to come we will
nish Ticket Rolls for merc
dise, Cigarettes, Drinks—e
Thanksgiving Turkeys.

●

PUNCHETT FEATURES

PUNCHETTE occupies only 12
Counter Space, 7" high.

Cabinet attractively finishe
Dark Blue Suede Enamel,
ished chromium and Red T

Reward Card Frame fasten
back of Machine.

Last Four Coins visible, ca
Bag holds cash in Machine.

Ticket Rolls easily change
Shipping weight 16 lbs.

●

ORDER YOUR PUNCHETTE GAMES TODAY!

GROETCHEN *Tool* COMPANY
124-130 N. UNION ST. ★ CHICAGO, ILLINOIS

Be a Key Man Yourself!

Some Notes on Successful Association Operation

By a Veteran Machine Operator

When you start out to organize the coin machine operators of your territory, the chaps to think of first are the non-co-operative, uncongenial ones; the lone wolves, who always have played a lone hand, and probably are disposed to continue to. About 60 per cent of the success of an association comes from "making it unanimous"—having all the boys in it. You can get the friendly ones, who just naturally like to get together with you. So make your plans first to get the "rugged individualists."

The simplest procedure is for the congenial men to get together and organize, then plan to get the others in. This is not the clever way, however.

Have some informal conversations with the boys, so that you know where you stand. Before you have organized, go to the "rugged individualists" one after another, with an approach like this:

"Jim, AUTOMATIC WORLD says that an association is a mighty fine thing. What is your slant on it? Do you suppose it would be of any use in our territory?"

It doesn't make much difference what Jim says in answer to your question. If he hasn't read AUTOMATIC WORLD, you explain what the magazine has said. The main thing is to get Jim talking on the subject of associations.

Maybe you are clever, and put forward your own doubts. Your strategy is to get Jim to talk of local conditions which could be improved, then to discuss with him possibilities of working them out by having a club.

Finally you propose, "I'll tell you what we might do, Jim. It wouldn't do any harm, and it might do a lot of good. Suppose we get some of the boys together for a little dinner at the Blue Moon. Entirely informal, you understand. We could talk this club idea over, and see what there is to it."

Now, if you can wangle Jim into meeting a single time with the boys, informally, you can undoubtedly line him up as a member. Of course, for that initial meeting, you will have approached other "rugged individualists" in the same way. The congenial men, as a matter of course, will be there.

Every association of coin machine operators must have a key man. You know what I mean. The chap who is skilful at steering activities, smoothing out differences between individual members, selecting officers. If your territory is unorganized, don't wait for another operator to be the key man—be the key man yourself!

This first meeting at which you get the local exponents of the coin machine industry together is crucially important. Nominally, with Jim and others, it is a simple, informal affair. However, it is your great opportunity to get an association with practically everyone in—including the "rugged individualists" (quite likely the man who must make organization necessary).

So have your plans for that meeting made well. (1) So handle things that you have the largest possible attendance. (2) Have a pleasant dining room with absolute privacy, so that conversation can be free and untrammeled.

(3) See that the meal is an excellent one, and, if possible, arrange a little entertainment in connection with it. There is probably some good amateur talent among the operators. If so, get up a brief, but snappy program. Some entertainment is extremely valuable in "breaking the ice," creating a congenial, friendly spirit around the table.

(4) Have a program clearly arranged.

The last is a very important point. If you get together for informal discussion, and make it entirely that, the evening runs the high risk of being largely spoiled, even "wrecked" by an interminable discussion or controversy which may arise. One of the "rugged individualists," for example, may immediately trot out his pet grievance.

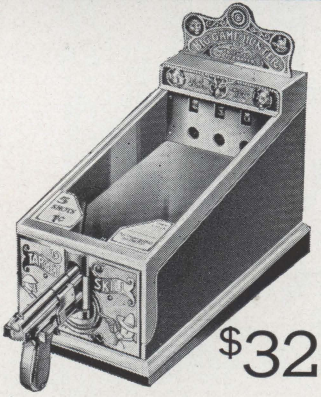
Others may disagree with him, and, then, boy, do the sparks fly!

So be sure to have discussions lined up on constructive subjects. One of these, since it deals with a perennial situation in the coin machine industry, may well be legisla-

(Continued on Page 30)

You never shoot in the **DARK** *with*

BIG GAME HUNTER



$32.50

"BIG GAME HUNTER"

with beautiful cabinet and panel—comes in ONE or THREE HOLE target plates, with new style standard ANIMAL or NUMBER reels. The THREE hole game is equipped with the FIVE shot pistol; the ONE hole with special THREE shot gun.

Specify also if you want the 1¢ or 5¢ play.

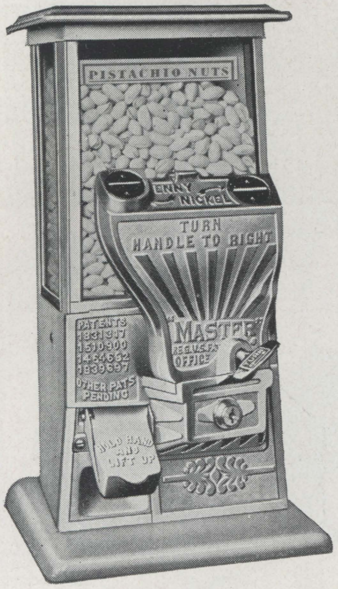
● More than 60,000 BIG GAME HUNTERS are in use.

No batteries to run down—a fool-proof machine.

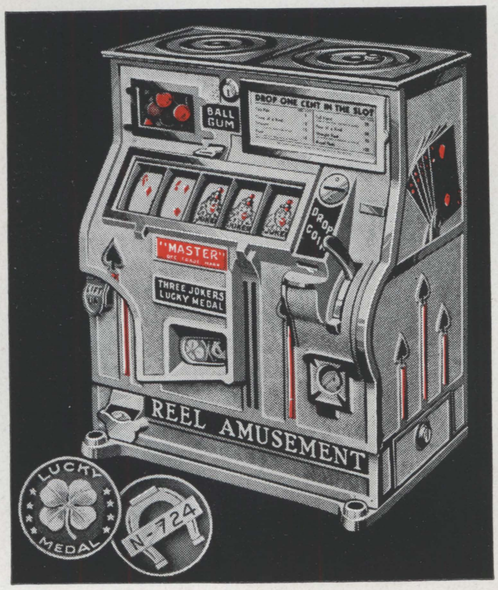
Go after
BIG GAME with
"BIG GAME HUNTER"

A. B. T.
MANUFACTURING COMPANY
3311-19 CARROLL AVE. » CHICAGO, ILL.

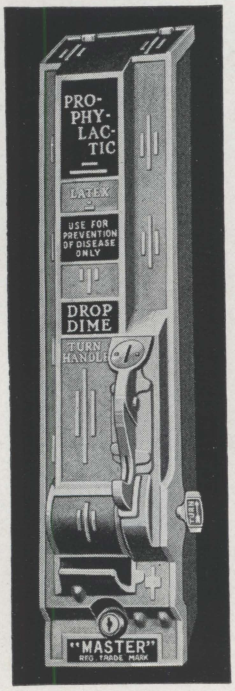
THREE PROVEN WINNERS


PISTACHIO NUTS
PENNY NICKEL
TURN HANDLE TO RIGHT
MASTER
OTHER PATS PENDING

Top and Base Porcelain Enameled Light Green Finish


BALL GUM
DROP ONE CENT IN THE SLOT
"MASTER"
THREE JOKERS LUCKY MEDAL
DROP COIN
REEL AMUSEMENT
LUCKY MEDAL
N-724

Reel Amusement Vender


PRO-PHY-LAC-TIC
LATEX
USE FOR PREVENTION OF DISEASE ONLY
DROP DIME
TURN HANDLE
"MASTER"

Prophylactic Vender

See Your Jobber or
WRITE FOR CIRCULARS AND PRICES
OF THESE AND OTHER MASTER MONEY-MAKERS

THE NORRIS MANUFACTURING CO. Columbus, Ohio

"You Will Never Be Happy Until You Operate Masters"

INTERESTED IN PIN GAMES?

● ● ◀ WRITE FOR OUR PRICE LIST. WE HAVE SOME REAL BARGAINS FOR YOU. ▶ ● ●

D. ROBBINS & COMPANY 1141 W. DeKalb Ave. BROOKLYN, N. Y.

"Red Sails" in Big Texas Jobber Showroom Release

South Coast Amusement Co., Houston distributors for Pacific Amusement Co., report heavy shipments received on "Red Sails," new "Pamco" payout table. Machines have already been placed on dealers' floors, but the real identity of "Red Sails" has been cloaked in secrecy, not only to operators but jobbers and distributors as well. Suggested by Pacific Amusement Mfg. Co., and concurred in by Daily of South Coast Amusement Co., as well as distributors throughout the nation, a release date—March 14th, at 10 a.m.—has been set for the opening of sample "Red Sail" machines in jobber showrooms everywhere. The object of establishing the time for breaking open seals which conceal the playboard and backboard of "Red Sails," is to give every operator and jobber an equal opportunity to start with the new payout machine. Not even South Coast's own executive, Harold Daily, has had a chance to peep under the coverings. Wouldn't do any good anyway, because re-orders are not being filled until the eventful "Red Sails" day. Having been developed secretly in Pacific's plant over a period of months, and being possessive of new and outstanding features, the big nation-wide opening on "Red Sails" should show due cause for operators to gather 'round when the "pie" is opened.

◆

When a newly rich attempts to create a sensation, it is highly gratifying to see him effectually squelched.

A rich oil magnate had descended on one of New York's big hotels. Irritated at the indifference of the staff to his great wealth, he determined to give them something to talk about.

At breakfast the following morning he said to the waiter:

"Just bring me twenty dollars worth of bacon and eggs."

The waiter shook his head.

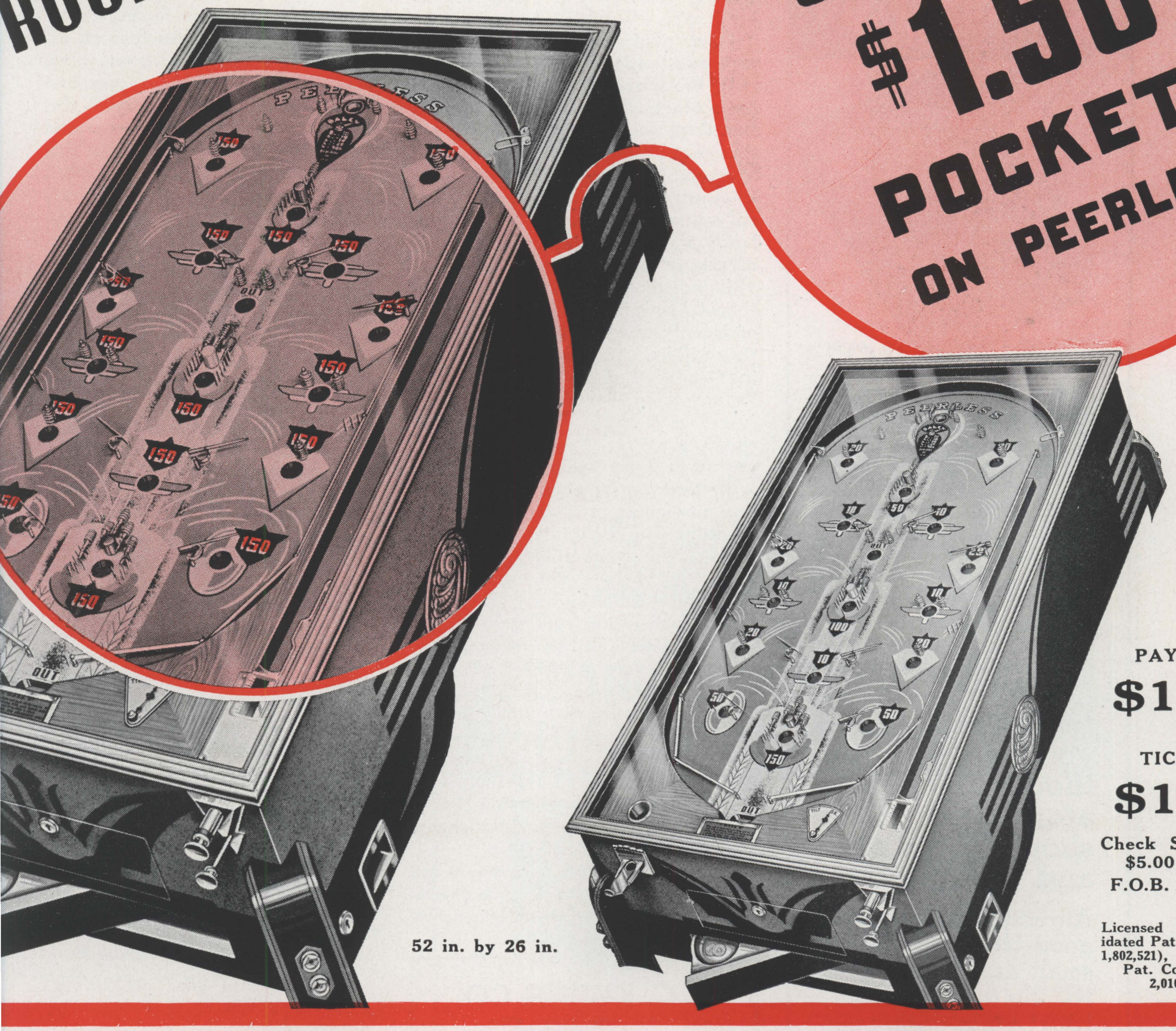
"Sorry sir," he replied, "but we don't serve half portions in this hotel."

◆

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

Everybody wears ROSE-COLORED SPECS and everybody sees

SIXTEEN $1.50 POCKETS ON PEERLESS



52 in. by 26 in.

PAYOUT
$115

TICKET
$125

Check Separator
$5.00 Extra
F.O.B. Chicago

Licensed by Consolidated Pat. Corp. (No. 1,802,521), and Ace Pat. Corp. (No. 2,010,966)

WHAT! Sixteen $1.50 holes on one board? Yes, when the BIG-BOOSTER LIGHT remains lit! Three lights flash every time coin is deposited—and, if one light remains lit, ANY HOLE ON THE BOARD PAYS $1.50, $1.00 or 50 cents, depending on which light remains lit! PEERLESS Booster-Lights are proving sensational REPEAT PLAY magnets on location—**because players constantly see every hole as a potential $1.50 winner**—and they play by the hour to "catch a light" and hit a payout pocket!

$7.00 GOLD AWARD ON FREE PLAYS!

Another sensational new PEERLESS feature—the ELECTRIFIED BALLY-HOLE—gives player 1-to-4 FREE PLAYS—1-to-4 SEPARATE, PROGRESSIVE PAYOUTS—topped off with a special GOLD AWARD—a total of $7.00!

Think of the double dose of thrills packed in every PEERLESS game—and you'll see just why this big beauty is breaking records for heavy profits on location. Are you getting your share?

ORDER FROM YOUR JOBBER—TODAY!

BALLY MAUFACTURING CO.
2640 BELMONT AVE. CHICAGO, ILL.

PEERLESS YOU CAN BANK ON A BALLY GAME *giant 1-Shot hit*

BE A KEY-MAN YOURSELF!

(Continued from Page 27)

tive problems. How things stand at present will have attention. Then the discussion will move on to the coming legislature, and preparations for it.

Other angles of the business may receive attention.

On the subject, "The Future of the Coin Machine Business," a discussion may well be held. In advance, though, you should know your main speaker. He should have his remarks lined up. Naturally you want an optimist—the speaker who will leave warm, tingling hope in the breasts of his listeners.

In advance of the meeting, you should know in a general way what officers you will appoint, and who they will be. This suddenly announcing to a meeting that a president is to be appointed, inviting nominations, just doesn't work out in good association practice. Too many mistakes are made under such circumstances.

So have the nomination and election mechanism well-oiled. The best procedure, in my opinion, is appointment of a nominating committee, which brings in a slate which does not involve balloting.

The nominating committee is appointed in advance, as necessary, so that its choices will be best ones. The "rugged individualists" will be remembered—but they won't be put where they have too much authority.

In general, a slate of officers which will work well together, give all the time to the association that it needs, be punctual in attendance, should be the ideal.

This first meeting, too, should appoint a committee to draft a constitution and by-laws; should decide on a name; should discuss the question of meetings—how often, and where held, making decisions.

It isn't hard to organize an association of coin machine operators. I know many territories right now where operators are eager to organize. They have come to the conclusion in their own minds that an organization would be a good thing, but believe that other operators aren't interested. The general disposition is to leave it to someone else to make the first step in organizing a group.

All this is wrong. Don't wait for the other fellow to make the first move. Be the key man yourself!

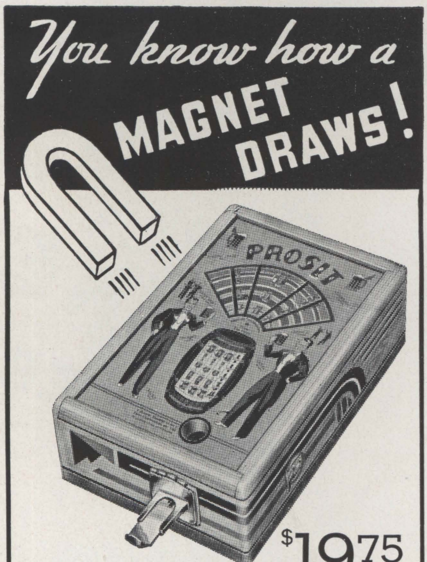
The suggestions which I have made apply to territories where the numbers represented can be counted on two hands; and to other districts where scores of operators are involved. The organization principles are the same in both cases. The procedure I have outlined has "worked" in a number of territories where I have operated. It is technique which other trade groups have followed successfully.

Blessings on the head of the man who gets his brother operators together under the banner of co-operation! The key man must be good-natured, willing to recognize the good in everyone, and with a great capacity for ignoring slights and hurts. He should possess patience in high degree. He should be the kind of man who can command, and retain, the confidence of his fellows, so that each feels free to talk with absolute frankness to him, sure that confidential remarks will be kept such.

Blessed is the key man! And, to function with greatest benefit to the trade, he must work through a coin machine operators' association.

◆

From down in good old Arizona comes in a subscription from the Schott Brothers. These boys keep spots well covered in the state and are up-to-the-minute operators.



$19.75

That's exactly how "PROSIT" when placed on the bar draws the players. "PROSIT" is a colorful business stimulator. Watch any crowd around "PROSIT" playing for the drinks and you will know why thousands of operators already are shouting "PROSIT" and "PROSPERITY."

Attractive, lively panel, good looking cabinet, small and compact — 16″ long, 5½″ high, 10¾″ wide. Shipping weight 14½ lbs.

Equipped with Ball Gum Vendor at $1.50 extra.

See your distributor at once. If he cannot supply you, write for full particulars.

"PROFIT WITH PROSIT."
From A. B. T. Wagon
Wheels Series.

A.B.T.
MANUFACTURING COMPANY
3311-19 CARROLL AVE. » CHICAGO, ILL.

F. C. EWING CO.
Southwest Distributor
Columbus Vending Machines
1030 Stayton St.—P. O. Box 851
Phone 2-5288 FORT WORTH, TEX.

NO CASH VALUE

◄ PIN GAME CHECKS ►
FOR
Payout Tables, Pin Games, Bells, Jack Pot Games, etc.

Highest grade brass, accurately milled and uniform in size and thickness. Furnished in either the No-cash-value or Trade. Solid or with holes.

	1c	5c	10c	25c
5000	$4.00 M	$4.50 M	$4.00 M	$5.50 M
1000	4.25	5.00	4.25	6.50
500	2.50	3.00	2.50	4.50

Nickel plated checks add $1.00 per M to above prices
Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS CO. 333 No. Michigan, Chicago, Ill.

"In Unity There Is Strength"

By A. H. BECHTOL
(A.B.T. Mfg. Co.)

A. H. Bechtol of Daytona Beach, Fla., remained for some time after the convention period to report on benefits derived from the organization of merchants, storekeepers and business men, who support state operators' associations in behalf of regulations, laws, taxation and other items favorable to practicable profitable and constant operation of coin controlled products.

Every modern industry feels the necessity of enlisting the moral support and backing of as many individuals and voters as can possibly be mustered in support of a reasonable attitude toward their means of livelihood or substantial portions of their income. Lawmakers, enforcement officials or persons in a position to regulate the operation of coin controlled equipment, are only human. They usually attempt to satisfy as many persons as possible. They usually feel that our equipment is not actually favored by any considerable volume of business men, because practically no effort has ever been made to assemble the facts and offer them in evidence.

When such organized effort has been made, it has not failed to produce material benefits in a single instance. The only means available to our industry to organize a large block of sincere business men is by the operators, and unfortunately it is a far easier job than can be imagined. The number of splendid citizens and voters who operate independent retail stores, are no doubt the most tremendous group of unorganized voters in America today, and they also have great influence with many of their customers as well as those from whom they acquire the goods they sell or with whom they spend their money.

These business men are eager to have amusement items to please their customers and provide substantial revenue, and many stores find such items an absolute necessity to remain in business and pay their obligations. To assure 52 weeks per year uninterrupted profit, these business men will give 100 per cent in moral support and backing, and with this strength, the State Operators Association can be assured of reasonable consideration anywhere.

This subject was taken up by Messrs. Tratsch, Donahue, Darling, Moloney, Rockola, Huber, Jones, Seeburg, Capehart, Gebert, Stoner, and various other individuals at several meetings, and all seemed to favor the plan, as explained by Mr. Bechtol. The latter is Southern distributor for the A.B.T. Manufacturing Company.

◆

TEXAS FIRM ACTIVE

Austin, Texas.—The Day Novelty Company of this place is a leading coin machine firm. Joe Day is manager and owner and he is a very active coin machine man. The firm has been organized about ten years and operate about 350 machines of various types. This firm is always in the market for good new equipment. They also operate salesboards and use from $100 to $200 worth of premium goods per month.

◆

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

PHONOGRAPH OPERATORS

The improved 2000-play VELVETONE needle doubles the life of records, and outlasts all ordinary needles.
Write for Full Information
L. E. TURNER
1229 Park Row Bldg.
NEW YORK, N. Y.

Northwestern
OPERATORS HEADQUARTERS IN THE BULK VENDING FIELD

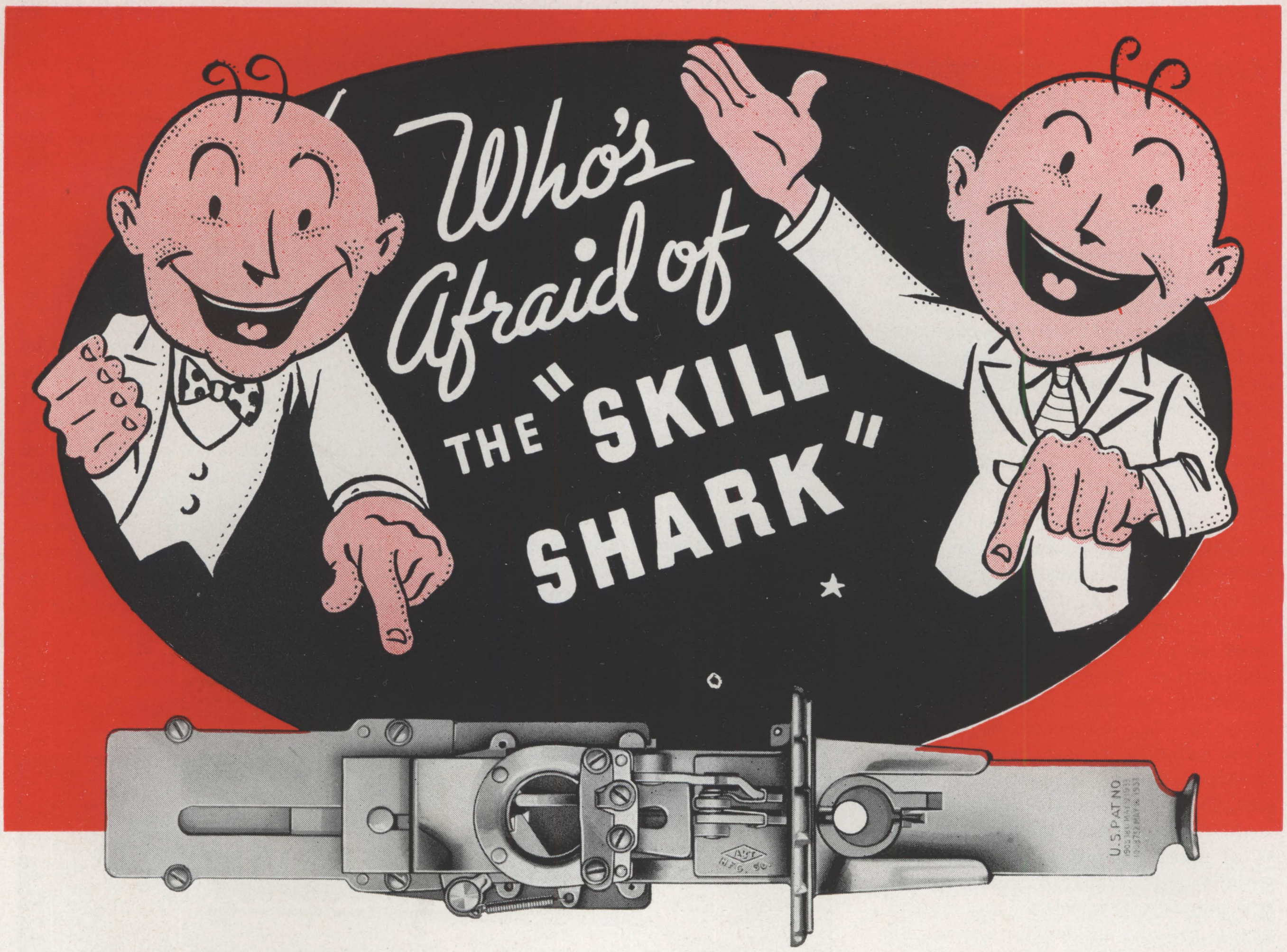
It makes no difference what type of bulk vender you require, whether it's just a low priced peanut vender or the most modern up-to-date, all-product merchandiser---Northwestern offers you more for your money.

The finer construction, the far greater earning ability and many extra features found in Northwestern machines have made this equipment the outstanding favorite among operators.

Certainly then, when entering this profitable field or adding to your present route, you too will want to get the most for your money so why not write us now for the interesting information we gladly furnish.

THE NORTHWESTERNER
Published monthly in the interest of bulk merchandising. Write for it. It's free.

THE NORTHWESTERN CORPORATION
1054 ARMSTRONG STREET-MORRIS, ILLINOIS



NOT YOU — IF YOUR MACHINES ARE

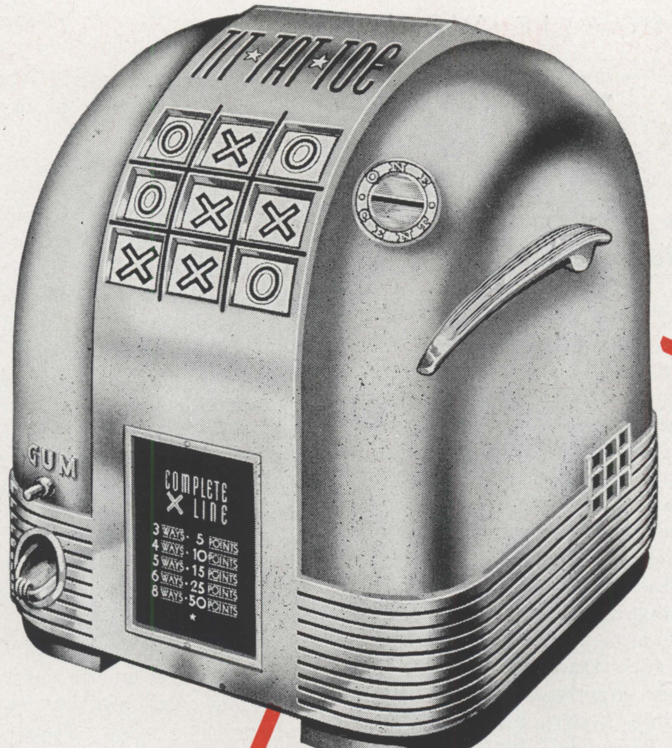
A. B. T. *Chute Equipped*

Now A. B. T. ends all your Chute troubles! The newly perfected 297-A CHECK SELECTOR COIN CHUTE takes all the grief out of payout machines! It SELECTS, —SEPARATES—DEPOSITS all checks into the payout tube. Prevents the Skill Shark cutting into your profits!

The coins go into the cash box. Like all other A. B. T. Chutes (over 92% of all good machines are A. B. T. equipped), the 297-A is a marvel for accuracy, long service and dependability. Demand A. B. T. Chutes on the machines you buy.

THERE IS A SPECIFIC A. B. T. CHUTE FOR EVERY PURPOSE

A.B.T.
MANUFACTURING COMPANY
3311-19 CARROLL AVENUE
CHICAGO, ILLINOIS


TIT★TAT★TOE
ONE CENT
GUM
COMPLETE
X LINE
3 WAYS · 5 POINTS
4 WAYS · 10 POINTS
5 WAYS · 15 POINTS
6 WAYS · 25 POINTS
8 WAYS · 50 POINTS

Daval's

TIT TAT TOE

The most sensational counter game in the past 50 years of coin machine history. Actually 3 games in one—Cigarettes, Beer, or Points. In the most modernistic, streamline designed cabinet ever introduced. Neat, compact, SILENT spinning reels. Mechanism GUARANTEED and cadmium plated. Ball Gum Vendor. Last coin visible. And at a remarkable LOW PRICE! Everywhere in the country operators' pockets are being flooded with money from Daval's TIT-TAT-TOE!

It's a LIFE-TIME machine, bringing players a game they played as kids. Everyone immediately understands how to play Daval's TIT-TAT-TOE! It shines right out from any counter and brings in the biggest profits you've ever enjoyed.

$17.50

Get Busy! RUSH YOUR ORDER TODAY!

With Double Door
and Take-in Register
$2.00 extra

ELECTRO BALL CO., Inc.

1200 CAMP STREET
DALLAS, TEXAS

428 Main Avenue
SAN ANTONIO,

804 Tenth Street
WICHITA FALLS,

517 Canal Street
NEW ORLEANS,

125 South Seventh Street
WACO, TEXAS

527 N. W. Ninth Street
OKLAHOMA CITY,

1018 Jennings Avenue
FORT WORTH,

TEXAS SLUG LAW

This Is The Slug Law that is in evidence in Texas. Reserve it for future use.

An Act for the prevention of the fraudulent operation or use of automatic vending machines, slot machines, coin-box telephones or coin receptacles or making or furnishing devices to defraud owners, lessees or licensees of the same, and prescribing penalties for the violation of the provisions thereof; and declaring an emergency.

Be it enacted by the Lesgislature of the State of Texas:

Section 1. Any person who shall knowingly operate or use, or cause to be operated or used, or who shall attempt to operate or use, or attempt to cause to be operated or used, any automatic vending machine, slot machine, coin-box telephone or other receptacle designed to receive lawful coin of the United States of America in connection with the sale, use or enjoyment of property or service, by means of a slug or any false, counterfeit, mutilated sweated or foreign coin, or imitation of any coin, or by any means, method, trick or device whatsoever not lawfully authorized by the owner, lessee or licensee of such machine, coin-box telephone or receptacle; or who shall take, obtain or receive from or in connection with any automatic vending machine, slot machine, coin-box telephone or other receptacle designed to receive lawful coin of the United States of America in connection with the sale, use or enjoyment of property or service, any goods, wares, merchandise, gas, electric current, article of value, or the use or enjoyment of any telephone or telegraph facility or service, or of any musical instrument, phonograph or other property, without depositing in and surrendering to such machine, coin-box telephone or receptacle lawful coin of the United States of America to the amount required therefor by the owner, lessee or licensee of such machine, coin-box telephone or receptacle shall be guilty of a misdemeaner, and upon conviction shall be punished by a fine of not exceeding two hundred ($200.00) dollars, or imprisonment in the county jail not exceeding ninety days, or both.

Section 2. Any person who, with intent to cheat or defraud the owner, lessee, licensee or other persons entitled to the contents of any automatic vending machine, slot machine, coin-box telephone or other receptacle designed to receive lawful coin of the United States of America in connection with the sale, use or enjoyment or property or service, or who, knowingly or having cause to believe that the same is intended for unlawful use, shall manufacture for sale or sell or give away any slug, article, device or substance whatsoever intended or calculated to be placed or deposited in any such automatic vending machine, slot machine, coin-box telephone or other such receptacles, shall be guilty of a misdemeanor, and upon conviction shall be punished by a fine not exceeding two hundred ($200.00) dollars, or imprisonment in the county jail not exceeding ninety days, or both.

Section 2-a. Provided further, however, that the provisions of this Act shall not apply to any machines or devices being operated in violation of the law.

Section 2-b. Provided, that any owner, operator, agent, representative or person controlling the operation of any of said machine or machines, who knowingly accepts money so deposited and fraudulently fails to give to the depositor of said money the service or the thing offered for sale, shall be punished as provided herein.

Section 3. The fact that the fraudulent practices made punishable by this Act are being extensively carried on within the State and there is no adequate law on the subject, creates an emergency and imperative public necessity requiring the suspension of the Constitutional Rule requiring bills to be read upon three several days in each House, and it is hereby suspended; and this Act shall take effect and be in force from and after its passage, and it is so enacted.

◆

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

AUTOMATIC WORLD ENTRENCHING

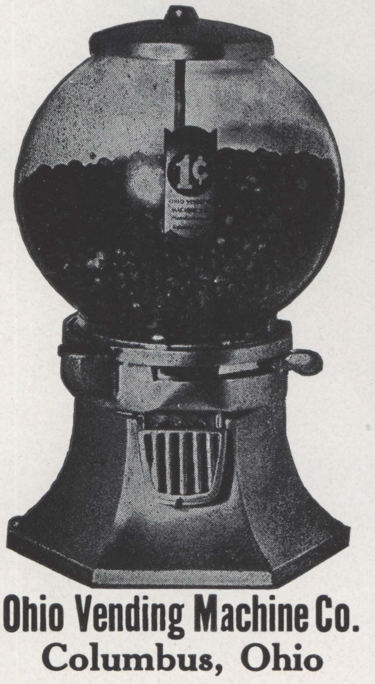
Automatic World,
120 St. Louis Ave.,
Fort Worth, Texas.

Gentlemen:

Congratulations from all of us on your new and enlarged circulation program. Looks like AUTOMATIC WORLD is rapidly entrenching itself in the minds of those associated with the coin machine industry.

Yours very truly,
Roy Jones,
Operators Amusement Co.
Dallas, Texas.

OHIO MODEL, No. 50-A



Ohio Vending Machine Co.
Columbus, Ohio

SPECIAL TRADE CHECKS

Made of Brass, Steel, or Aluminum and Lettered on Both Sides
ROUND—SQUARE—OR OCTAGON SHAPE

100	$3.50	400	$ 9.00
200	5.50	500	10.00
300	7.50	1000	18.00

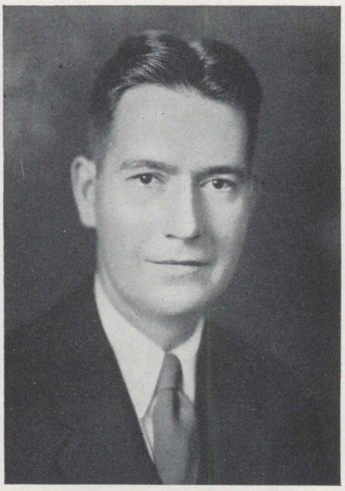
Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.
STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

MANGAN'S BOOK A SELL-OUT

By WALTER TILDS

The first large edition of James T. Mangan's sensational book, "You Can Do Anything!" recently published, is a complete sell-out and the second edition, just off the press, is selling even faster than the first. The book is full novel size, 238 pages, beautifully designed and bound, and is loaded with a thousand practical ideas on increasing business, overcoming obstacles, developing your personal powers for the definite purpose of bettering your income. Coin machine operators who have admired Mangan's inspirational articles in Spinning Reels will find even greater help and interest in this big book.



JAMES T. MANGAN

Every operator in the business should have at least one copy. Every agent and service man on your staff should be given a copy, too. You can also make a big hit with your best location by giving them a copy also. Everybody who's going anywhere in the coin machine business is reading this great book. Single copies are $2.50 each, postage paid by the publisher. In dozen lots the books are $2 each. You can order "You Can Do Anything!" no money down. Simply write the publishers, The Dartnell Corporation, 4660 N. Ravenswood avenue, Chicago, Ill., and the book will be sent you by return mail. If you like it, pay for it; if not, send it back. If you have bought one copy at $2.50 and wish to buy eleven more, the price of all twelve will be pro-rated at $2.00 each. If you so request on your order, the author, James Mangan, will autograph your book or books before they are sent to you.

AUTOMATIC WORLD IS A DANDY

Automatic World,
120 St. Louis Ave.,
Fort Worth, Texas.

Gentlemen:

I wish to compliment you on your "dandy" AUTOMATIC WORLD and I am very glad that you recently received 600 new subscribers to same. I read and absorb every line of same each month.

Yours very truly,
L. J. Guenther
(Texas)

GIANT-SIZE 10-BALL PAYOUT GAME READY

To meet the growing demand for a giant 10-ball payout game, a demand created by the sensational success of giant one shot games, Bally Manufacturing Company announces the new 50 inch by 26 inch Rambler, available in both payout and ticket model. Besides the big, roomy field, Rambler features a super-size 1 3-8 inch ball made of catalin, a composition similar to that used for billiard balls. This new ball is said to give an unusually live "billiard action," resulting in a maximum of suspense.

Rambler awards range from 10 to 150 and are based on various color combinations which are pleasingly arranged on the board. Several successive payouts can be obtained in the course of a single game, a feature said to insure plenty of "last-ball" suspense and a big nickel's worth of thrills.

AUTOMATIC WORLD IS THE FINEST

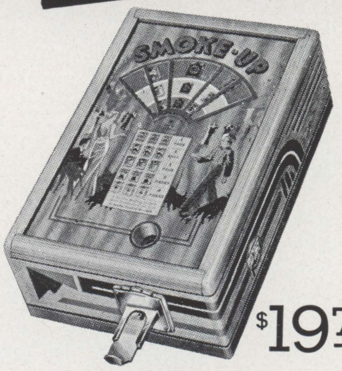
Automatic World,
120 St. Louis Ave.,
Fort Worth, Texas.

Gentlemen:

Received the sample copy of AUTOMATIC WORLD OK. It is one of the FINEST, and please find one dollar enclosed for subscription.

Yours very truly,
H. A. Day
(Texas)

Where there's SMOKE there's FIRE!



$19.75

"SMOKE-UP" is a machine with personality that will make a hit in every location selling cigarettes . . . The third of the WAGON WHEEL series—it has three spinning wheels showing popular brands of cigarettes in full colors and the handsomest playing panel that you ever saw.

Smart looking cabinet —small and compact— 16" long, 5½" high, 10¾" wide. Shipping weight 14½ lbs.

"SMOKE-UP" equipped with Ball Gum Vendors at $1.50 extra.

See your distributor at once. If he cannot supply you, write us for full particulars.

A.B.T.
MANUFACTURING COMPANY
3311-19 CARROLL AVE. » CHICAGO, ILL.

Harry Drollinger Stages His Annual Deer Party

Roof of Jefferson Hotel, Dallas, is Scene of Gay Gathering of More Than 200 Guests on Sunday, March 1. Delicious Barbecue Deer Was Served

Harry Drollinger, state representative for the Rudolph Wurlitzer Manufacturing Company, makers of the Simplex coin-operated phonograph, staged his annual party at the Jefferson Hotel, Dallas, Sunday, March 1. Over 200 guests enjoyed the wonderful hospitality that Mr. and Mrs. Drollinger are famous for.

The party really began on Saturday, February 29, when guests started arriving early. However, by 12 o'clock Sunday, the entire Jefferson Hotel was a hum with folks, some talking, others singing and visiting was in evidence until about 5 p.m. when all present went to the Jefferson roof where a most delicious dinner was served, featuring barbecue deer meat and roast turkey. Drinks of every description were also served and a hot Harlem troup of colored entertainers performed during the dinner hour. Following the dinner dancing, to the music of a well known radio orchestra, was enjoyed until the wee hours. All departed wishing Mr. and Mrs. Drollinger and family many more happy years of success and happiness.

Out of state visitors were Homer Capehart of the Wurlitzer organization, who flew from Buffalo, N. Y., to attend and Herb Allen of the Brunswick Record Corporation of New York City. Both of these distinguished visitors spoke from the speakers table and praised Harry Drollinger and the Texas hospitality in general.

Others who were seated at the speakers table were Earl Reynolds, Mr. Lewis, Jessie Martin, Tom Murray, Don Law, Harry Drollinger, and others.

Some local talent also entertained. Among them were Mr. and Mrs. Chapman, former vaudeville troupers, and the attractive little daughter of Mr. and Mrs. Karr. A nationally known radio entertainer also amused the crowd.

Buddy Drollinger, the well-liked son of Harry Drollinger, who has been confined to the hospital for several weeks, was up and able to attend. Mr. and Mrs. Drollinger's daughter Marie and husband of Houston also attended the party and renewed many standing friendships.

There were operators and their wives and sweethearts from all over the Southwest. From the Gulf Coast towns, the Panhandle section, the Pines of East Texas and the sun-kist plains of the West they gathered to this annual affair that is held each year by Mr. Drollinger. It is, without question, the social event of the year among the coin machine industry of Texas.

Mr. Drollinger thanked his friends for their presence and invited them to visit him at his beautiful country home "Nickelbuilt" just north of the city of Dallas on the beautiful Sherman highway.

"COLUMBUS" SHOW THRILLS CONVENTION VISITORS

At the 1935 Convention, the Columbus Vending Company, pioneers in building dependable merchandise machines, set the pace—this time with a novel moving picture film dramatizing the complete manufacturing process of "COLUMBUS" Vendors.

Throughout the show the film was continuously shown to a large group of interested operators who marveled at the precision parts, accurate workmanship and detailed inspection that went into the production of "COLUMBUS" machines.

Old time "COLUMBUS" operators were shown in graphic picture form just why their "COLUMBUS" machines have stood up under the test of time with a minimum of servicing.

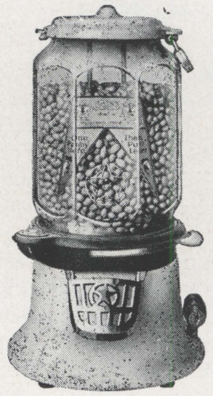
To new operators, not acquainted with dependable "COLUMBUS" performance, it was a revelation to view the precision and accuracy of the "COLUMBUS" manufacturing process.

"No wonder 'COLUMBUS' machines are dependable in operation—no wonder they are the most accessible and easy-to-service machines on the market"—was the consensus of opinion of operators who viewed the film.

But the convention is over and the year over one-twelfth gone. What are you doing to make 1936 your most profitable year?

Have you checked your routes carefully to see if you could eliminate any time wasting "drones"—machines that look okay, take in a regular supply of pennies, but, because they are hard to service and frequently out of order, eat up more TIME than the profits justify.

Remember attractive, new, dependable, "COLUMBUS" machines can be thoroughly cleaned and serviced on location without the use of a single tool or wrench—a time saving feature which makes it possible for operators to service larger routes, spend more hours in securing locations and as a result earn more profits.



PATENTED

Model M — "The Popular 1c Peanut and Confection Vendor of the Southwest"—attracts instant attention and is unusually profitable in all types of locations.

WRITE TODAY FOR COMPLETE DESCRIPTIVE CATALOG

DISTRIBUTED BY

F. C. EWING COMPANY

P. O. Box 851—Phone 2-8648

1414 E. Lancaster Ave. FORT WORTH, TEXAS

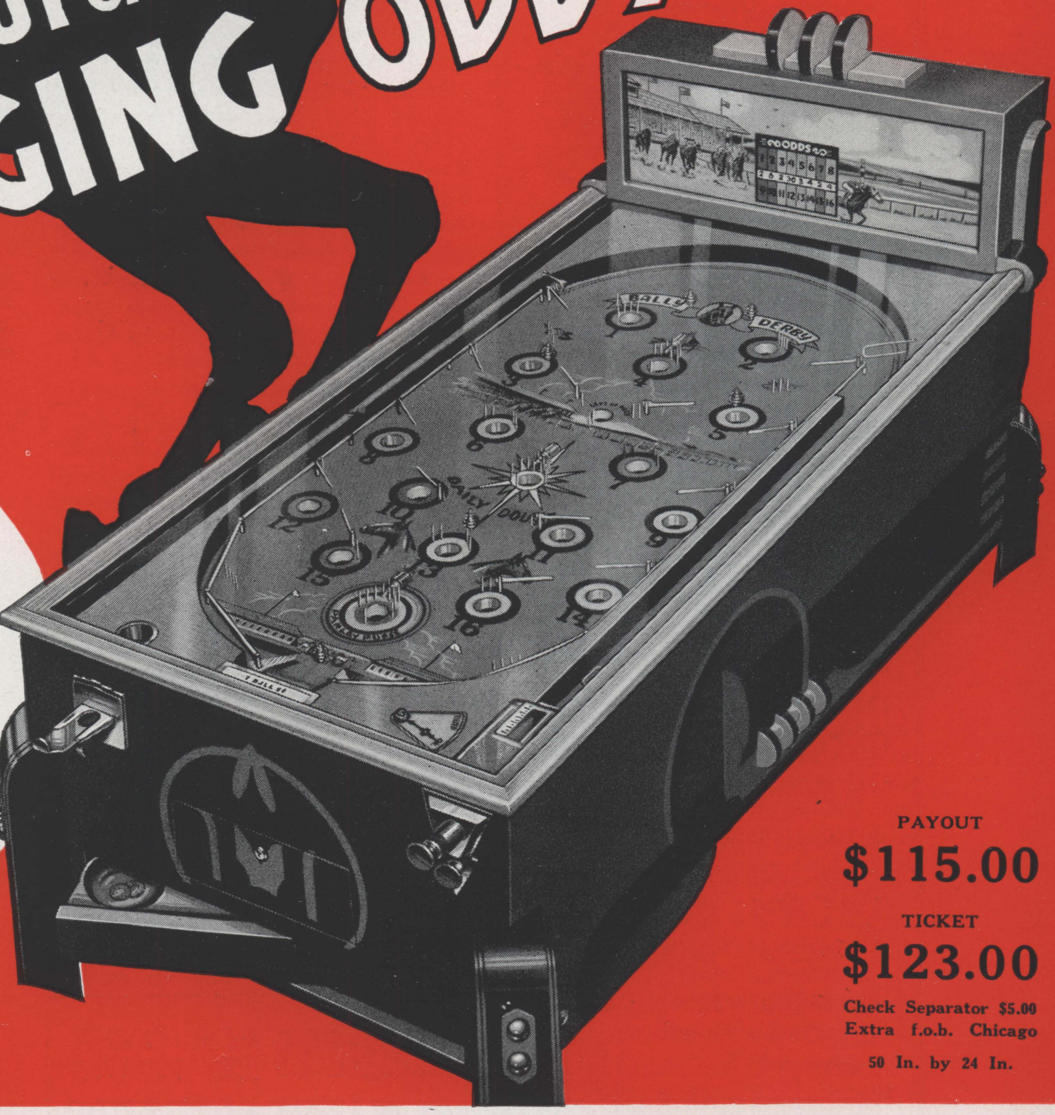
Manufactured
under Exclusive
Arrangement with
PACIFIC
AMUS. MFG. CO.

BALLY DERBY

GIANT PAYOUT OR TICKET GAME

with CHANGING ODDS

1 *Ball*
PLAY



PAYOUT
$115.00

TICKET
$123.00

Check Separator $5.00
Extra f.o.b. Chicago

50 In. by 24 In.

Still the outstanding favorite in its class! Still breaking records for big, steady collections! Stll selling faster than the factory can possibly produce machines!

BALLY DERBY was a hit before the Show—at the Show—and after the Show—thanks to the overpowering appeal of the revolutionary CHANGING-ODDS feature, which gives player the possibility of getting up to $1.50 on the EASIEST HOLE ON THE BOARD!

It's never too late to get going with a long-life winner like this! If you haven't tried BALLY DERBY, you've been missing mighty sweet profits! Order at least a sample today—and give yourself a crack at the big-time money!

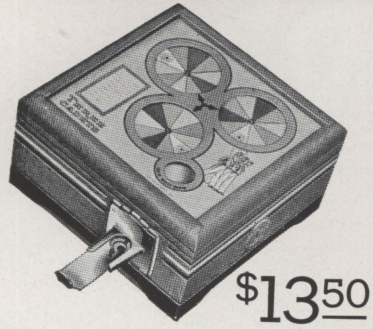
BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE **CHICAGO, ILL.**

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966)

JOHN A. FITZGIBBONS INC., Eastern Distributor, 453 W. 47th Street, New York, N. Y.

3 CADETS
Profits on Parade



$13.50

Tramp, tramp, tramp the boys are marching . . . "THREE CADETS" trooping on to greater profits, thrilling the players. . . . Here's a flash counter game with plenty of color, appeal and action. Three spinning, colored discs give players plenty of entertainment.

- Small but smart handsome cabinet, 16″ long, 5½″ high, 10¾″ wide. Shipping weight 14½ lbs.

Spinning wheels can be supplied with either plain colors or in fruits and bells. Equipped with Ball Gum Vendor at $1.50 extra.

See your distributor now or write us for full particulars.

"Recruit THE THREE CADETS"

A.B.T.
MANUFACTURING COMPANY
3311-19 CARROLL AVE. » CHICAGO, ILL.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

PAUL GERBER LEAVES FOR CATALINA ISLAND WITH THE CHICAGO CUBS

The most widely known sportsman in the coin machine business, Paul Gerber of Gerber and Glass, left recently with the Chicago National League Baseball Club for Santa Catalina Island, Cal.

This will be Paul's eighteenth spring training trip with the Cubs. During this time he has become intimately acquainted with practically every player in the major leagues. Known as a keen judge of good baseball material, Paul is labelled the "rookies' friend." Because of his admirable character, the "rookies" look to him for encouragement and criticism necessary to become a major league ball player. Many of the biggest names in baseball today were "rookies" that he had befriended and aided.

If the opportunity ever presents itself, ask Paul to spin a few baseball yarns. Regardless as to whether or not you are interested in the national pastime, we'll guarantee they will be among the finest stories you have ever heard.

On his present trip Mr. Gerber will combine business with pleasure inasmuch as he is taking along Clearing House, a new sensational counter game which Gerber and Glass will distribute nationally. According to advance information, this new counter game has what it takes to go places! Paul will visit all of the coast distributors and jobbers, and will also make several stops throughout the southern part of the country.

LEADERS *FOR OVER 38 YEARS*
as **MANUFACTURERS**
Of Coin-operated Machines
HOME OF THE FAMOUS
"Electric Traveling Crane"
INTERNATIONAL
Mutoscope Reel Co., Inc.
516-20 W. 34th St. NEW YORK CITY

ROBBINS TO DISTRIBUTE THREE NEW PIN GAMES

In addition to Stoner's new sensational game called Mad Cap, D. Robbins & Co., Brooklyn, N. Y., have also taken over the exclusive eastern selling rights for Evans' Lite-A-Basket and G. M. Laboratories Shoot-the-Chutes. Dave Robbins claims that these three games are all splendid money makers and they are perfectly constructed for trouble-free operation. Dave reports that he has booked large orders for these games. Each game is an original creation. Mad Cap is a five ball game, Lite-A-Basket a ten ball game, and Shoot-the-Chutes a 20 ball game. They are all real games of skill. Robbins has placed large orders for these games with the factories and the games are now on hand in Brooklyn for immediate shipment to jobbers and operators.

◆

TO THE MUSIC OPERATOR

With very little cost and effort on your part you can keep your records neatly filed and in accurate order. It only requires a very small space to allow the building of shelves in which you can easily file your records. On the outside of each section you can enter your index slip or tag. By using this filing method you can quickly pick out any number you wish and will not have to shuffle through large stacks of records. Most operators keep their records piled in an unkempt condition around their place when it would be much easier to file them away in neat order.

◆

A GROWING FIRM

The Dubuque Novelty Company of Dubuque, Iowa, is a growing coin-operated machine firm. Mr. H. H. King is the manager of this organization and has been in the business approximately 10 years. They are always in the market for new equipment and are also operators of salesboards. They also use a nice batch of premiums each month.

"You should see Little Nut new 1936 catalogue, the latest in peanut, pistachio and ball gum vendors, both rotary and drawer-type operation. The best-looking and performing. Strictly high class. Mirror polish. A good proposition for dealers.
LITTLE NUT VENDOR CO.
LANSING, MICH.

Iowa A.M.A Holds Meeting

Reported By FRED K. CHANDLER, Secretary

Regular monthly meeting of the A.M.A. of Iowa was held Tuesday evening, January 21, at the Kirkwood Hotel, Des Moines, Iowa.

Various sections of the state were well represented and the meeting was acclaimed by those present the liveliest, snappiest, most successful meeting of months. While the thermometer registered 20 below outside, the meeting enthusiasm was 210 Fahrenheit.

After roll call, reading of minutes of last meeting, reports of committees, the delegates to the convention of the National Council reported on the "Eight Point Program" adopted by the National Convention and the members present endorsed the 1936 plan.

It was voted to hold the regular monthly meeting of the A.M.A. of Iowa, on the third Tuesday of each month at the Kirkwood Hotel, Des Moines, Iowa, and it was suggested that all operators make a note of this date and plan their month's activities so they may be present.

About a year ago, Secretary Chandler outlined a plan for the establishing and maintaining of an Association Buying Mart by the combined eclaring of orders through the A.M.A. of Iowa headquarters—funds could be made available to be used in a public relations publicity campaign, in the handling of taxation, legislative matters, etc., as well as encouraging all Iowa branches of the industry to place their orders through the A.M.A. of Iowa, thereby benefiting their own community, county, and state.

Jobbers and operators present desired to have this plan explained and the following motion was offered:

"Moved by Harrison, that a committee be appointed to work out the details and place into effect the plan of co-operative buying through the Association, the A.M.A. of Iowa, formulating definite plans of operation and negotiating with manufacturers, as well as apprising operators, sub-jobbers, and jobbers in the state of Iowa of the benefits to be derived from this plan, asking their co-operation. Seconded by Smith; motion carried unanimously.

President Robinson then appointed the following committee: Fred K. Chandler, Des Moines, chairman; Max Langer, Dubuque; H. Z. Smith, Mason City; C. P. Harrison, Fort Madison. The committee met after the close of the state meeting and the chairman was instructed to carry out the details and a special meeting will probably be called within the next ten or fifteen days.

The Association's profit will be the difference between the cost price to the distributor, or pobber, and the price paid by the Association.

All sales made from the floor of the A.M.A. Mart to be handled through the Iowa jobber specified by the operator.

All operators, sub-jobbers, jobbers and manufacturers desiring to know more about this plan and how it will work out to the advantage of all branches of the industry, are requested to communicate with the Committee Chairman, Fred K. Chandler, Box 674, Des Moines, Iowa.

MEMBER OR KICKER?

Are you an active member,
  The kind that's liked too well,
Or are you just contented
  With the badge on your lapel;
Do you attend the meetings
  And mingle with the flock,
Or do you stay away and
  Criticize and knock;
Say, do you take an active part
  And help the work along,
Or are you satisfied to be
  The kind that just belong;
Do you ever get out and hustle
  And help to crack a lick,
Or leave this work to just a few
  And then talk about the clique?
Come out to the meetings,
  Help with hand and heart,
Don't be "just a member"
  But take an active part;
Think it over, fellows,
  You know right from wrong,
Be an active member, instead of
  "Just belong!"

F. K. CHANDLER
Publicity Chairman, A.M.A. of I.

WAGON WHEELS
will turn a stream—
of cash in your REGISTER

$19.75

"WAGON WHEELS"

will make money for you; and the "wheels-within-wheels" action provides interest, player appeal and continual novelty. All the thrill, suspense, action and profits you would expect in a $100 machine, yet costing less than one-fifth the money.

Smart looking cabinet—small and compact—16" long, 5½" high, 10¾" wide. Shipping weight 14½ lbs.

See your distributor at once. If he cannot supply you, write for full particulars.

"Wagon Wheels" with Ball Gum Vendor $1.50 extra.

A.B.T.
MANUFACTURING COMPANY
3311-19 CARROLL AVE. » CHICAGO, ILL.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

Operated 33,000 Ball Gum Machines

Earl H. Lohmuller, originator of the Penny King System, and now manufacturing the famous 4 in 1 merchandise vender, tells of some early day events and how J. W. Graves once operated 33,000 ball gum venders.

It is a pleasure to tell of my vending experience because I shall never lose my interest and good faith in the basic soundness of the vending business.

It is my conception that in anything one must have his own absolute faith in its success and no matter what you or I may or may not accomplish you can be certain another man will do it better later on in the vending business.

It was my good fortune to be started in the vending business in 1914, in Detroit, with 300 National (later Bluebird) ball gum venders by a Mr. Brady, in Kansas City, who practiced and taught me quality.

These were gradually added to, until I had about 1300 working which I sold about 1921, and then began the manufacture of the little Penny King with which I created the ¾-inch quality ball gum and gave its manufacture to the Flatbush Gum Company, Mr. J. W. Graves.

We had quite a success with this combination which for several years was not offered to operators but in fact was handled only in large units in the bigger cities. Mr. Graves had 28,000 in Metropolitan New York (also 3,000 Advance and 2,000 other types which were his original operating equipment and he was the first big ball gum operator dating from its start in about 1910 as per Young and Smiley with the Alball and Mojo ball gum machines). Mr. DeWalt had 8,000 Penny Kings in Los Angeles and San Francisco. Mr. Drury had 4,000 in Detroit and many others had 1,000 or more in the various cities. Those were happy days for some of us and perhaps if we could have had better management than was displayed by yours truly the story would be different today. These large units began to break up in a few years and many operators have them now.

J. R. Wilson of Houston, Texas, owns and operates all over Texas, 1,500 or more Penny King ball gum venders. He has an uncle who is a member of the Supreme Court of Texas. His sister, Mrs. L. V. Freeman of Sherman, Texas, started operating ball gum venders right in the midst of the depression and is today supporting a family and running a successful vending machine business. Another thing I want to mention and give credit where credit is due. The Advance Machine Company made the first ball gum vender and I know it is still a good one.

As I look back at the true facts of my own experience and the contact with others I believe that the greatest success in this field comes to those who work and develop as individual operators. Perhaps they could have a unit large enough to employ several but they must retain an active working personal management. This is essentially a business for, shall I say, small or average people and anyone, in any section, at any time, who will display consistently, sound, active, personal management, with a route of good bulk venders, will always be able to obtain reasonable success in the vending business.

I believe that the 4-in-1 which I have lately started will prove to be successful for many operators and I know that multiple bulk vending has great possibilities for all of us.

I hope to die happy Mr. Murray (later on!) after someone makes the perfect vender and the perfect bulk merchandiser.

Invention and progress will always keep this business sound.

COLUMBUS
Model "M"
Peanut and Confection Vender

How long will your machines be productive? Why? Experiment? Eventually you will use Columbus Venders

F. C. EWING CO.
1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEXAS

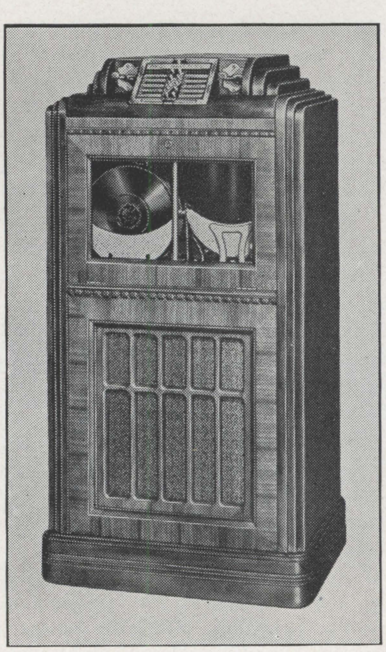
◆

MARRIED

Fort Worth, Texas—On Saturday, February 15, Johnny Wilson and Miss Ethelda Murray were united in marriage. Both of these young people reside in this city. Mr. Wilson has been in the operating business all of his business life and is one of Texas' most successful operators. He operates music and amusement machines exclusively. Miss Murray is the only daughter of Tom Murray, editor of AUTOMATIC WORLD.

◆

MODEL M 1-W ORCHESTROPE



The Capehart Orchestrope, Model M 1-W, illustrated above, has been described as the "modern phonograph." An outstanding feature is the combined program holder and multi-selector designed to make selection easy, requiring merely the pressing of a button opposite the program slip—no numbers, no stooping, no inconvenience. Program holder, multi-selector and coin slide are conveniently placed in one location at "eye level" position at the top of the cabinet to facilitate ease of operation. The Multi-Selector is illuminated with indirect lighting and attractively designed. The rich, luxurious cabinet is modernistic and of genuine walnut.

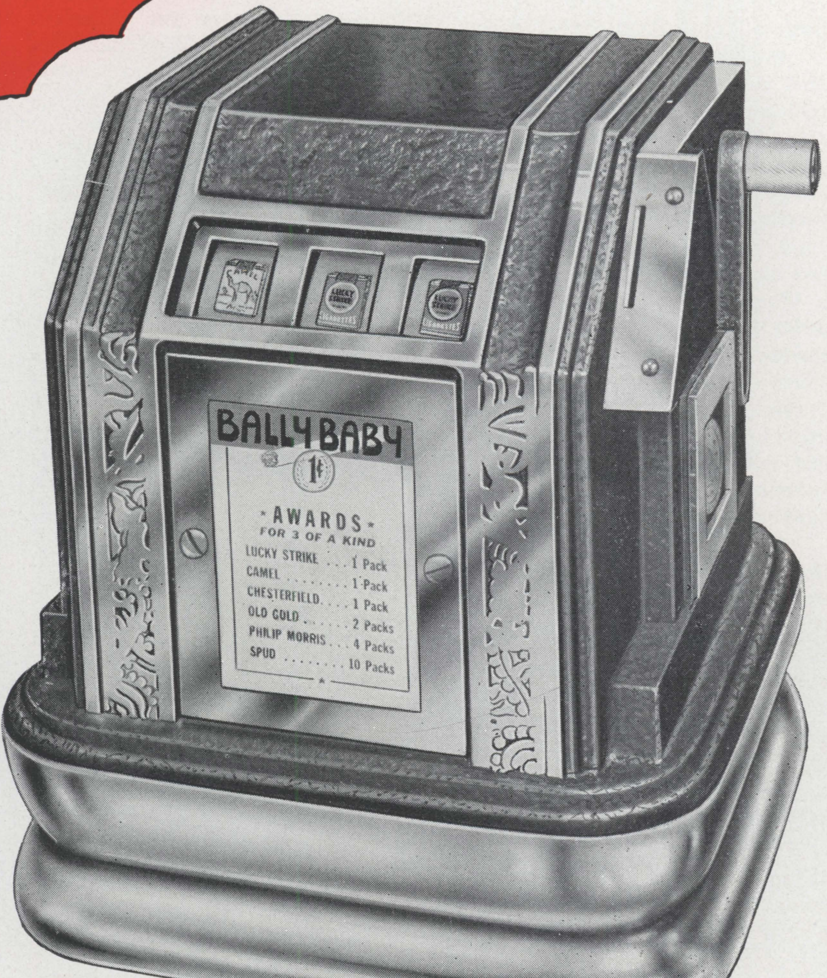
◆

A definite objective is the first aid to progress.

WORLD'S SMALLEST COUNTER GAME (6 in. by 5 in.—7 in. HIGH)

BALLY BABY

is really twins!


BALLY BABY
1¢
AWARDS
FOR 3 OF A KIND
LUCKY STRIKE . . . 1 Pack
CAMEL . . . . 1 Pack
CHESTERFIELD . . . 1 Pack
OLD GOLD . . . . . . 2 Packs
PHILIP MORRIS . . . 4 Packs
SPUD . . . . 10 Packs

PENNY
CIGARETTE GAME
AND
5-10-25 CENT
TRADE STIMULATOR

CHANGE EASILY MADE
IN 5 TO 10 MINUTES

"EVERYBODY loves a baby" and everybody's cheering for this neat little BALLY BABY—with the man-size earning power!
PLAYERS like its fast play and liberal awards.

MERCHANTS welcome it because it "fits into the picture" and can be placed on the most crowded counter. And they like the way it moves merchandise too!
OPERATORS are strong for its tiny, easy-to-carry size—its compact, simple mechanism—and its lusty appetite for coins!

NEW 'SPELL-A-WORD' SYSTEM

For 1-cent play, BALLY BABY is equipped with Cigarette Reels in the actual colors of six popular packs, and awards are in cigarettes. For 5-10-25-cent play, reels carry letters and spell out T-W-O, T-E-N, T-W-E-N-T-Y, etc., indicating free games received by player. Both plans have a strong appeal and insure permanent profits to you, month after month.

BE FIRST! ORDER TODAY!

Only $17.50

COMPLETE with Interchangeable Reels, Award Cards and Coin-Chute Cups.

TWO MACHINES FOR THE PRICE OF ONE

BALLY MANUFACTURING CO.

2640 BELMONT AVE. CHICAGO, ILL.

YOU CAN BANK ON A BALLY GAME

John A. Fitzgibbons, Eastern Distributor, 453 W. 57th Street, New York, N. Y.

"Charlie" Fay—An Industry Salutes You!

By WALTER A. TRATSCH, Pres. A B.T. Mfg. Co.

I am taking a little time off to render tribute to the grand old man of our industry, "Charlie" Fay, better known to his many friends as "good old 'Charlie' Fay."

If all that "Charlie" Fay ever did was to be the first man who conceived and built the first coin machines, known as the Liberty Bell, then all of us should be grateful, especially those men who made millions from his brain child.

He would be deserving of our respect and good wishes if we knew of him only as the oldest man in our industry—our first pioneer.

We would respect him for his active and fertile mind, devoted with a singleness of purpose to the best interest of our industry.

These in themselves would be enough honor and more for any man, but it is not of these that I am going to speak of now.

"Charlie" Fay has other qualities that endear him to us, and they are more important qualities.

Let me go back about thirty years in the past.

At that time, "Charlie" Fay and I were working together. Let me say here that he was the best mechanic that I have ever known. Much that I have learned from him has been responsible for the many developments of the A.B.T. Coin Chutes and other contributions of the A.B.T. Manufacturing Company to our industry, and I say this without patting myself on the back—it is a sincere statement of gratitude to "Charlie" Fay.

In those days, being a young man who felt he was going to be chained to a mechanic's bench all his life, who could blame me for being discouraged once in a while and "singing the blues."

"Charlie," with his deep human understanding and sympathy, would realize how I felt and would begin to talk of what the future would bring, providing I worked at the bench, mastered my trade, looked for the big opportunity, and when the time was right my dreams would come true.

While no man ever realizes his destiny completely, I feel that I owe much to "Charlie" Fay for his encouragement and his efforts in giving me a part of his vast knowledge of mechanics and his ideas of coin operated machines. The chances are, if it weren't for "Charlie" Fay, Walter Tratsch would be something other than president of the A.B.T. Manufacturing Company—whether it was for better or worse, I don't know, but I thank "Charlie" Fay.

But "Charlie" Fay did something still finer than this—he drilled into me a philosophy that man does not live by bread alone—that all work and no play makes Jack a dull boy. Certainly, these are old and time worn sayings but they register and many a night "Charlie" and I would go out, put one foot on the rail and while hoisting a foaming glass would talk about the future and the things we would do when our ships came in. Those were wonderful nights.

"Charlie" always disliked "high hat" and anyone who "put on the dog." To him, the greatest sin a man could commit was to be disloyal or one who couldn't say that there was more to life than grabbing for nickels. "Charlie" would say, "Show me a man who won't take a drink, who can't laugh at a good joke or who doesn't like the company of a good looking woman and I will show you a man who won't amount to a damn and who can't be trusted, and if you can't get any fun out of being with your fellow men or going out to shoot ducks and rabbits and don't enjoy the pleasant things in life, then that man may just as well not live because he is not any good to himself nor anybody else."

Though many years have passed since "Charlie" said this, and unnumbered wild ducks and geese have flown south in the fall and north again in the spring, I have yet to find a single exception to this rule of "Charlie's"—but the outstanding trait and the most lovable of "Charlie's" is his humanness. When you say that about a man, you say the most that can be said.

At the recent convention—it was an important convention to all of us—many trying problems were before the industry demanding urgent action. All of us were keyed up to a high pitch and everybody straining at the leash, and believe me, most of us didn't know what we were straining at—and then the word was passed around that "Charlie" Fay was in town. Instantly, the tension eased up and we relaxed. The place became friendly, easy and pleasant and when "Charley" Fay and his son walked in, how we flocked around him to shake his hand, to bid him welcome.

Then came to me the highlight of the convention—the real big moment, when I sat side by side with "Charlie" and began to speak of the days gone by. Through the magic of his memory and his voice, men who are now dead and gone for many years, were brought back to life again—instances that were in the limbo of forgotten memories were revived and again enjoyed—and when "Charlie" Fay left to return to Frisco, where he is still in the game, as capable and resourceful as ever, what he got was not a goodbye from us but the most enthusiastic "Glad you were here and come back again" that ever shook the walls of the Sherman Hotel.

Yes, I feel our industry is the better for having "Charlie" Fay as one of its pioneers, I feel that we owe him more than we can ever repay. But, in closing, I am sure all who know him well join me in saying—"Charlie" Fay, here's to you! We are proud of you! May your years be many and filled with achievements and friendship! Prosit!

IRON STANDS
FOR PEANUT AND BALL GUM MACHINES
PRICE
$1.25 Each
F.O.B. Fort Worth
Shipping Weight 20 Lbs. Each
F. C. EWING Co.
1030 Stayton Street
P. O. Box 851
FT. WORTH, TEX.

ADVANCE VENDING MACHINES
More Than 100 Models
Send for 1935 Catalogue
ADVANCE MACHINE CO.
4647 Ravenswood Avenue
CHICAGO, ILL.

wo Zephyrs, whose "Dance of Dice" was one of the banquet during the 1936 Coin Machine

Sell dem ol'time bones fo'junk,
'Cause craps am now a science!
Rise an' dust yo'britches off!
Git goin'on RELIANCE*
JACKPOT
$25.00
TO WIN
LEFT BOX
RIGHT BOX

ALLY'S *payout* DICE GAME

AYS THE REGULATION GAME WITH TRUE DICE

RELIANCE

Really rolls the bones!

SEVEN, come eleven! Here's the game that really rolls the bones . . . plays the old favori dice game as it should be played! RELIANCE is not "just another game" played wi spotted cubes. It's regulation dice . . . nothing else but! And the **free-moving** dice, whi appear and **disappear** as the game proceeds, are genuine **true dice,** correctly spotted ar not shaped or loaded in any way!

HERE'S HOW IT'S PLAYED

Player steps up to the machine and sees four dice . . . two in each box. He deposits his coin and pulls the handle. Immediately all four dice disappear. Then, as the handle-stroke is completed, two dice come skidding into the left-hand box . . . realistic as if thrown by hand . . . **spinning and twirling, and bumping together** before coming to a stop!

Dice thrown in left-hand box represents player's first throw . . . and if 7 or 11 appear, **an automatic award spills out into the player' hands** . . . and machine is automatically locked until next coin is deposited. 2, 3 or 12 on first throw constitutes "crap" and the machine automatically locks without releasing award. However, any other number, such as 4, 5, 6, 8, 9 or 10 represents player's point . . . **and the player continues to pull the handle on free plays, witho depositing coins.**

Second operation of handle throws another pair dice into **right-hand** box . . . and each and eve pull on the handle thereafter automatically scrap dice out of the right-hand box and throws them u again! If point is made . . . that is, if total spots right-hand box equal total spots in left-hand b . . . various awards are automatically released ar machine is locked. But if 7 appears in right-har box, player "loses the dice" and machine locks ur another coin is deposited.

SEE BACK PAGE OF CIRCULAR
FOR OTHER GREAT FEATURES

Be First in Your Territory! Order Today!

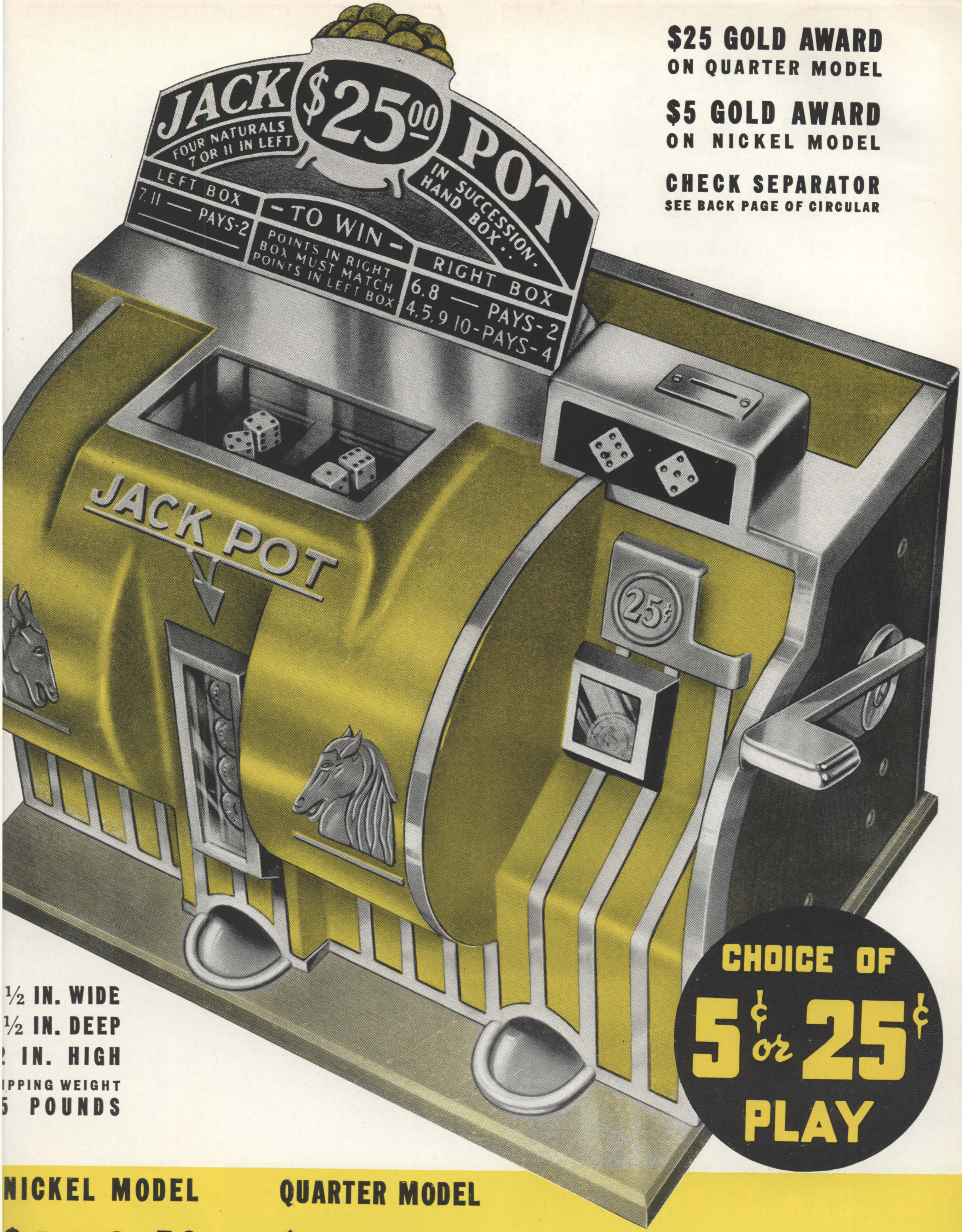
BALLY MANUFACTURING CO.

2640 BELMONT AVE. CHICAGO, ILL.

$25 GOLD AWARD
ON QUARTER MODEL

$5 GOLD AWARD
ON NICKEL MODEL

CHECK SEPARATOR
SEE BACK PAGE OF CIRCULAR


JACK $25.00 POT
FOUR NATURALS 7 OR 11 IN LEFT
IN SUCCESSION. HAND BOX.
LEFT BOX
7.11 — PAYS-2
-TO WIN-
POINTS IN RIGHT BOX MUST MATCH POINTS IN LEFT BOX
RIGHT BOX
6.8 — PAYS-2
4.5.9.10-PAYS-4
JACK POT
25¢

CHOICE OF
5¢ or 25¢
PLAY

½ IN. WIDE
½ IN. DEEP
IN. HIGH
IPPING WEIGHT
5 POUNDS

NICKEL MODEL
$119.50

QUARTER MODEL
$124.50

One-third deposit with order, balance C. O. D.,
f. o. b. Chicago.

$25.00 GOLD AWARD

ON QUARTER MODEL—$5 ON NICKEL MODEL

RELIANCE plays **real** dice. Player can win with a 7 or 11 on first throw . . . or lose on 2, 3 or 12. Or, if he throws a point, he plays till he makes his point or sevens. But that's not all! The RELIANCE feature that "gets 'em hot" and insures **repeat play** by the hour is the big sparkling $25.00 or $5.00 Gold Award . . . automatically released when player throws four "naturals" (7 or 11 in left-hand box) in succession! This is the magnet that holds the crowds, that brings players back day after day, week after week, month after month . . . and keeps the cash-box crammed with coins!

FEATURES

EVERY OPERATOR WILL APPRECIATE

"PUSH-BUTTON" CHECK-SEPARATOR

Every RELIANCE machine can be set to PLAY-MONEY-PAY-MONEY or to PLAY-MONEY-PAY-CHECKS. Change is made with "push-button" speed and simplicity . . . merely turn a small, convenient lever. **Any standard perforated check may be used.**

SIMPLE MECHANISM

You will be amazed at the mechanical simplicity of RELIANCE. Each and every part is designed and built for years of trouble-free performance, and the entire mechanism can be quickly slid out of the cabinet for inspection. Dice are protected against wear and soil by a special process.

CHEAT-PROOF

Last coin played is always visible, and under-size coins or slugs positively will not operate mechanism.

FRAUD-PROOF

Gold award tokens are genuine **gold-plated** and **serial numbered** . . . positive protection against counterfeit.

PICK-PROOF

RELIANCE is equipped with the newest type lock, specially developed for the coin-operated game industry and positively pick-proof. The strong, extra large cash-box is covered, a very convenient feature at collection time.

Everybody understands and enjoys dice! Everybody will play RELIANCE! And keep on playing . . . because the novelty never wears off! Somebody is going to sew up the live spots in your section with this revolutionary machine. Why shouldn't it be you? Rush your order today. Get in ahead of the "other fellow" and be all set for years of steady big-time profits!

YOU CAN BANK ON A BALLY GAME AND RELY ON RELIANCE FOR $25 TO $50 DAILY PLAY

MYSTER
REALIS
COMPETITI

PLAY BETWEEN PLA

●

All the world loves a m
That's why people play RELI
by the hour . . . puzzled, fasci
mystified by the uncanny ac
of the payout mechanism res
ing to the silent verdict of th

All the world loves realism .
RELIANCE is real dice, reviv
every man who plays it the m
of merry sessions when the ra
ivory was music in his ears!

All the world loves compe
Every man who stands up
RELIANCE machine will q
gather a cluster of onlooke
will watch every "thro
anxiously as the man pulli
handle. And by the time h
goes lame . . . somebody el
be itching to play the game!

RELIANCE combines the
powerful appeals known to
history. No wonder it has a
proved a miraculous money-
No wonder leading operato
it "the operator's perpetua
ticket"!

3 Sensational Payout Tables

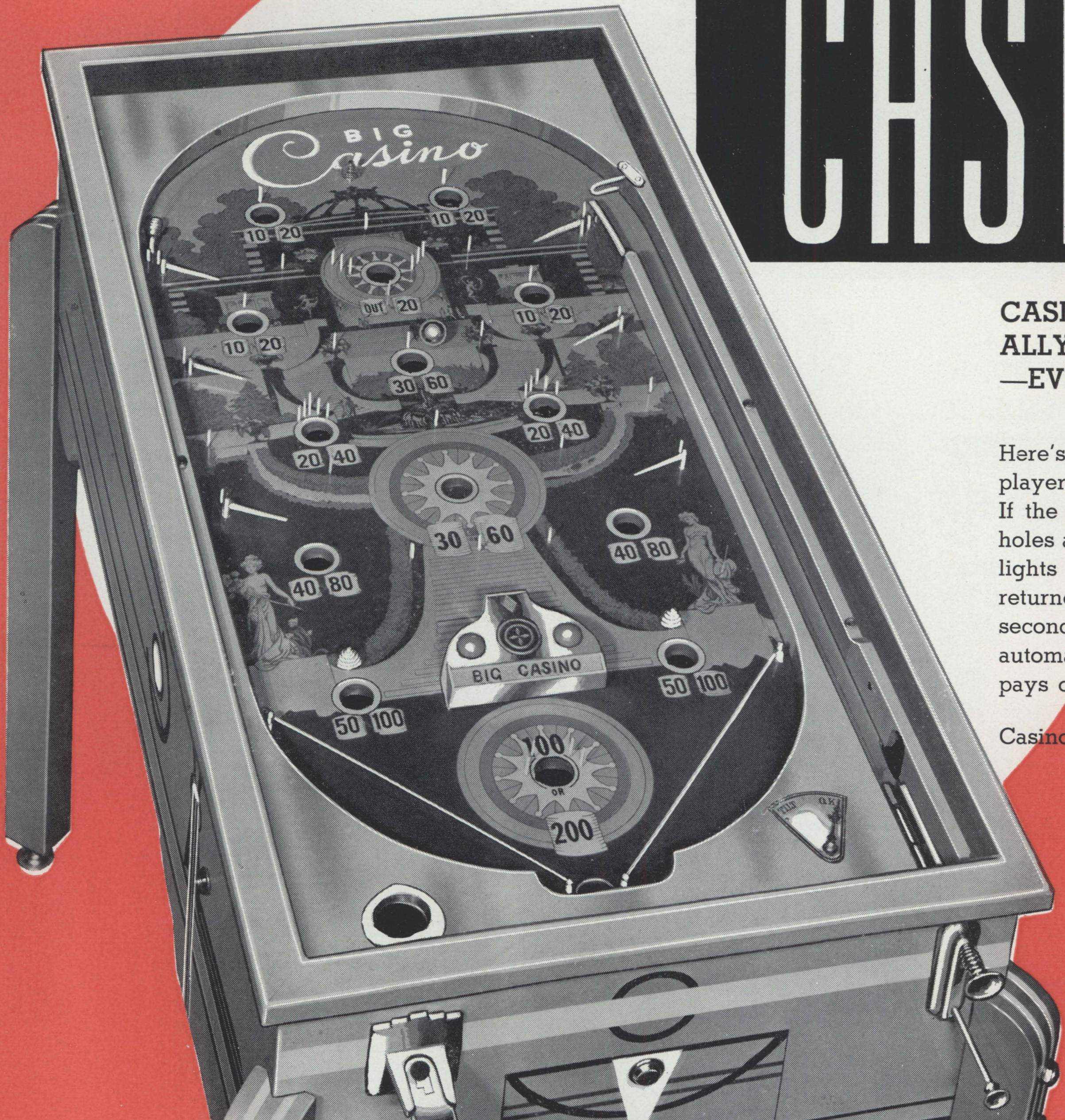
BY ONE OF THE OLDEST NAMES IN THE COIN MACHINE BUSINESS. YOUR GUARANTEE OF DEPENDABLE QUALITY AND PROFITABLE EQUIPMENT.

Chicago Coin
CORPORATION

STRAIGHT '8'
TRACK ODDS
CASINO

A *New* IDEA IN ONE BALL AUTOMATIC PAYOUT GAMES

CASINO


BIG Casino
10 20
10 20
OUT 20
10 20
10 20
30 60
20 40
20 40
30 60
40 80
40 80
BIG CASINO
50 100
50 100
100 OR 200

CASINO HOLE AUTOMATI
ALLY DOUBLES THE PAYOU
—EVEN "OUT" HOLE PAY
OUT 4 COINS

Here's a feature that will induce t
players to play over and over agai
If the player misses one of the w
holes and makes the Casino hole tv
lights remain lighted and the ball
returned for another play. On th
second play all payouts are double
automatically — even the out ho
pays out four coins.

Casino is de luxe throughout.
playing field is highly dec
rative and the exclusive C
cago Coin cabinet combin
beauty with sturdiness.

GIANT SIZ

24 x 50 inches—Uses a lar
steel ball—Guaranteed pa
out unit.

ONE BALL PLA

$89.50

F. O. B. CHICAGO

Printed
in U.S.A.

CHICAGO COIN CORPORATION

1725 DIVERSEY BLVD. - - - - CHICAGO, ILL.

Cold as an Iceman's Shoulder!

By GRANT SHAY, Mills Nov. Co.

The new Mills slug-proof coin chute gives slugs of every variety the coldest reception they ever received. The "old boys," who have for years made the grade in practically every type of a machine, "get the air" today, when played in the Mills new slug-proof coin chute. Here are just a few who have bitten the dust so far: Solid brass, aluminum, iron, lead, copper, tin, street car, tax and purchase tokens, wood, linoleum, paper, candy and every other known disc—all thrown out by this marvelous coin mechanism. We know for a fact that this coin chute is 99 9-10 per cent slug-proof.

When an established operator buys a coin-operated machine to put on location what is his first thought? The beauty of the machine? No! The purpose of the machine? Yes, to a great extent. But, does he consider the slug-proof coin chute? Yes, yes, a thousand times, yes!

The Mills Novelty Company started making coin-operated machines in 1889 and from the very first machine, engineers started to work on the slug-proof coin chute. It was a serious complication in those days, just as it is now! The first Mills coin chute engineers found it easy to eliminate steel slugs but they still had about 50 more varieties to handle. Years of toil and burning of midnight oil and thousands upon thousands of dollars were spent by Mills Novelty Company to find a slug-proof coin chute. One by one the evils of slugging were eliminated but the brass slug defied all attempts to throw it out. Many a "tummy" enjoyed a free piece of gum or candy—many a smoke was free as far as the purchaser was concerned. Many a dance tune sailed through the air—free of charge! Many an operator's temper was taxed to an explosive point because of the evil solid brass slug.

It's a tough pill to swallow when you open a heavy cash box and find out that the players have been holding a Roman holiday. It's tough to look in the tin box and recognize only a small portion of legitimate coins—the rest being well-known metal products of absolutely no value to the operator—of course, they're as good as money to the fellow who just played them, if he can get hold of them again.

Mr. Fred Mills of Mills Novelty Company realized the operator's position thoroughly and ordered an unceasing search by his engineers to find the elusive slug-proof coin chute. By a slug-proof coin chute he meant a chute that would be 99 9-10 per cent perfect.

Just 47 years after Mills small backroom shop on Clinton street started their first experiments on a slug-proof chute—Mills Novelty Company announced the long drawn out struggle had ended. The first Mills slug-proof chute appeared on the Mills Do Re Mi phonograph at the 1936 show. Forty-seven long years of work; thousands upon thousands of dollars—yet worth every bit of it because at last the operator need no longer give out free samples.

The slug-proof chute at the show passed the test with flying colors; and don't forget that every operator had a certain slug that was giving him trouble in his territory. The slugs from the West Coast couldn't make the grade. Operators from the South tried their wares and were turned down. The Eastern and Northern operators couldn't get anywhere with their assortment, so the boys from foreign countries tried their hand. One by one they all flopped.. The Do Re Mi chute would accept nothing but good American hard cash. This new Mills slug-proof chute is now standard equipment on Mills Do Re Mi, Mills Cigarette Vending and Mills Coca Cola Machines.

◆

TOWNS OPENING UP

A number of towns in Texas, that have been closed to operating activities, have recently opened and machines are now operating nicely. Several counties have recently voted "wet" which means more and better locations for many automatic units.

◆

Glee Pitcher, Iowa operator, lines up with the AUTOMATIC WORLD for a year. Nice judgment, Glee, and here's our hearty welcome.

HERE'S A "KNOCKOUT"

THE BIG FIGHT . . .

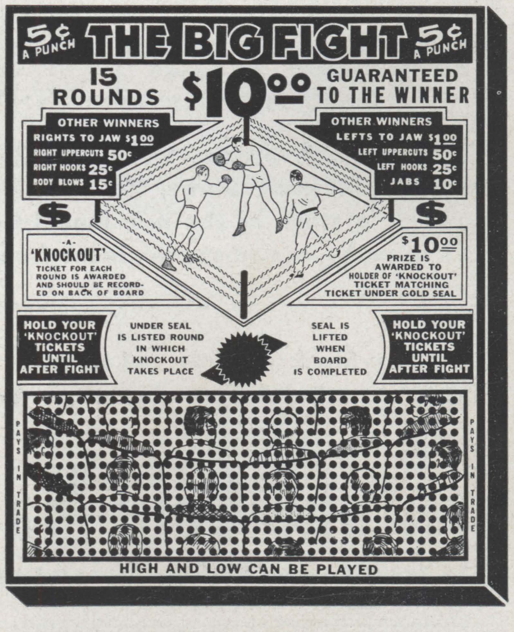
600 Hole .... Form 3810
Takes in $30.00
Pays out $16.50
PRICE WITH EASEL $1.14

PLUS 10% FEDERAL TAX

CHAS. A. BREWER & SONS

LARGEST BOARD AND CARD HOUSE IN THE WORLD

6320 Harvard Avenue CHICAGO, U.S.A.


5¢ A PUNCH
THE BIG FIGHT
5¢ A PUNCH
15 ROUNDS
$10.00
GUARANTEED TO THE WINNER
OTHER WINNERS
RIGHTS TO JAW $1.00
RIGHT UPPERCUTS 50¢
RIGHT HOOKS 25¢
BODY BLOWS 15¢
OTHER WINNERS
LEFTS TO JAW $1.00
LEFT UPPERCUTS 50¢
LEFT HOOKS 25¢
JABS 10¢
$
$
-A- 'KNOCKOUT' TICKET FOR EACH ROUND IS AWARDED AND SHOULD BE RECORDED ON BACK OF BOARD
$10.00 PRIZE IS AWARDED TO HOLDER OF 'KNOCKOUT' TICKET MATCHING TICKET UNDER GOLD SEAL
HOLD YOUR 'KNOCKOUT' TICKETS UNTIL AFTER FIGHT
UNDER SEAL IS LISTED ROUND IN WHICH KNOCKOUT TAKES PLACE
SEAL IS LIFTED WHEN BOARD IS COMPLETED
HOLD YOUR 'KNOCKOUT' TICKETS UNTIL AFTER FIGHT
PAYS IN TRADE
PAYS IN TRADE
HIGH AND LOW CAN BE PLAYED

Buckley Pay Tables Available with New Check Separator

"Bill" Woollen, sales manager of the Buckley Manufacturing Company, announced this week that all Buckley automatic payout tables will be optionally equipped with this firm's ingenious new check separator.

Mr. Woollen also added that for the first time, since the inception of automatic payout tables, Buckley will offer the check separator at no additional charge to the regular price of the game.

The Buckley Manufacturing Company, headed by the ever popular "Pat" Buckley, is one of the oldest coin machine firms in the business. For many years this firm has been manufacturing merchandise digger machines and scales, which enjoy world wide acceptance and popularity. Ever alert to the big possibilities the amusement machine business has to offer, the Buckley organization proceeded to establish a fine line of automatic counter machine venders. The success of this venture may be best judged by the tremendous popularity of Cent-A-Pack, one of the outstanding counter game hits of all time.

Buckley's debut in the pin table field presented itself in the form of Hop Scotch. Innumerable new features of play, combined with a uniquely designed cabinet, made Hop Scotch an instantaneous international hit. The tremendous shipments of this Buckley winner forecasted the stabilizing success which this organization had won for itself. Closely following Hop Scotch, Sure Shot was announced. Again Buckyley introduced something new by offering this game in three different models, as a straight light up pin table, as a straight light up pin table with a payout register and as an automatic payout and light up table. Fair Play, another big Buckley success was also offered in three models. At the present time, Pay Day, a new five ball automatic payout table that lights up, is keeping the entire Buckley organization hopping to fill the avalanche of orders that greeted its introduction.

Realizing the vital importance of mechanical perfection, skilled craftsmen and expert engineers are in charge of every operation of manufacturing and assembling. The Buckley Manufacturing Company points with pride to their marvelous achievement of producing mechanically perfect games. Although many, many thousands of games have been shipped and placed on locations months ago the percentage of complaints has been so exceptionally small that the Buckley firm practically enjoys a perfect record.

All Buckley payout games are equipped with Buckley's own payout units.

Reconditioned Games

PUT 'N' TAKE (Green Cabinet)	$15.00
DE LUXE "46"	32.50
GOTTLIEB'S ELECTRIC BAFFLE BALL	35.00
STAMPEDE	20.00
GOLD RUSH	15.00
RODEO	20.00
JUMBO	37.50
REPEATER	62.50
TROJAN	45.00
BALLY DERBY	70.00
MAMMOTH	47.50
SPORTSMAN (Visible Coin Chute)	19.50
BIG LEAGUER (Automatic Pay)	12.50
HOLD AND DRAW (New)	20.00
PROSPECTOR	22.50

* * *

We can furnish all the latest machines at factory prices. Gottlieb's Sunshine Derby, Peerless, Multiple, Tycoon, etc. We carry a stock of the new model Rockola Multi-Selector and can make immediate shipment from San Antonio.

* * *

Also Carry Stock of Slots and Counter Games. Punchette—Rol-A-Top—Futurity—Roll-Ette.

Santone Coin Machine Co.
1524 Main Avenue SAN ANTONIO, TEXAS

◆

LeRoy Guthrie is a wide-awake op of North Carolina and new subscriber to AUTOMATIC WORLD. We are certainly glad to have you, LeRoy.

◆

Tom Corosin, Phil Warner and Guy Woods are new WORLD readers from Pennsylvania. Welcome to the happy WORLD family, boys.

BIG SHOT 3-IN-A-ROW

This is YOUR YEAR to make it! and here are the MACHINES!

PRICE $65.00

See your distributor at once. If he cannot supply you, write for full particulars.

Just like its name, "BIG SHOT"—One Ball Payout, gets the profitable spots. SIXTEEN payout holes with the fastest action you've ever seen. Automatic ball ejector, compensating rheostat, cheat-proof anti-tilt, unit, gorgeous modernistic cabinet and panel.

"THREE-IN-A-ROW" - Nine Ball Payout. SIXTEEN winning combinations. Has all the mechanical features of "Big Shot". It's cleaning up.

PRICE $72.50

Check Separators $4.00 extra.

A.B.T. MANUFACTURING COMPANY
3311-19 CARROLL AVENUE » CHICAGO, ILLINOIS

TEXAS MUSIC NOTES

Electro Ball Company, Dallas, and with six branch houses in addition to their main Dallas office, report huge sales on Seeburg phonographs. As soon as a carload arrives they are gone before one can realize what has happened.

* * *

Frank-Rich Distributing Company, Fort Worth, have entered the music business with Simplex instruments.

* * *

Johnny Wilson and Dick Cowan, super ops of Fort Worth, are up and at 'em these days. These boys cater to music operating almost exclusively and seem to like the business swell.

* * *

The Jones Coin Machine Co., Meridian, Texas, is placing new phonograph units every day in their territory. Their county recently went wet and several new spots opened and Mr. Jones was right on the job to see that they were well taken care of.

* * *

W. R. Scarbrough, of Scarbrough & Harkins, Taylor, Texas, is walking around with a big broad smile these days due to the fact that his music business has shown the best figures of many months. Mr. Scarbrough has just received his new 1936 Simplex phonographs and states that they are sure honeys.

* * *

One of Texas' largest operators, Eddie Schatz, of Brenham, has opened an up-to-date music headquarters in Austin. Eddie has more than 80 Wurlitzer Simplex phonographs in and around the Capitol City, necessitating the opening of a branch office preparatory to the installation of his new 1936 models which are arriving daily.

* * *

Austin, Texas, boasts an air-tight 100 per cent operators' group, which was organized recently under the direction of H. W. Thompson, president of the music association of Texas. It is said that the operators are co-operating 100 per cent in carrying out the code of ethics laid down in their by-laws. Dallas is organizing its local to make it just as air-tight as Austin is and it is hoped that within the next two weeks it will be functioning just as properly as the one in Austin.

F. C. EWING CO.
Triple Cleaned Peanuts
Cashew Nut Meats
Fancy Grade for Vending Machines
ALL NUTS ROASTED AFTER ORDER RECEIVED
Write for Prices
AMERICAN CHEWING PRODUCTS
¾" and ⅝" Ball Gum
1030 Stayton St.—P. O. Box 851
Phone 2-5288 FORT WORTH, TEX.

San Antonio's organization has long been functioning properly. The Dallas group was functioning well until a few chiselers came into the city practicing unethical business methods, necessitating a tighter local organization, which is being carried out.

* * *

Operators in the state of Texas were not a little surprised and pleased recently to find on their desk a tiny little envelope announcing the birth of a daughter to Alvin Stokes and wife, of Tyler, Texas. Alvin states that he had hopes of a helper in the business, but is satisfied with a new cook.

CAPTAIN KIDD
3 BALL Payout Machine

PRICE $89.50

THE FASTER THE ACTION! THE QUICKER THE PROFITS!

"CAPTAIN KIDD"- Three Ball Payout. Hidden Gold-!—— Pirates! Unusual action! A gorgeous panel! New large cabinet, 21"x44". Large balls, 7/8". Here's a grand old pirate who will bring your ship to the PORT OF PROFIT.

● "TRANSPACIFIC"— One Ball Payout. The China Clipper in action-! The country's smartest board-! New large cabinet, 21"x44". Large ball, 1" size. A fast, thrilling game as regular as the tides of the Pacific.

Check Separators
$4.00 Extra

A.B.T. MFG. CO. CHICAGO U.S.A.

TRANS-PACIFIC
ONE BALL Payout Machine

PRICE $89.50

A.B.T. MANUFACTURING COMPANY
3311-19 CARROLL AVENUE » CHICAGO, ILLINOIS

NUMBERS THAT WILL CLICK WITH YOUR CUSTOMERS

Fred Astaire, exclusive Brunswick recording artist, soon to be seen on the screen as the sailor-dance-hero of RKO's new filmusical "Follow the Fleet," has recorded the hits from the picture with Johnny Green and his orchestra.

Astaire's voice can be heard on the following records: "Let's Face the Music and Dance," "I'm Putting All My Eggs in One Basket," and "I'm Building Up to an Awful Let-down," which latter song is not in the picture but was included in this batch of recordings by virtue of the fact that it was written by Fred Astaire himself.

Astaire tap dances and vocalizes on the remainder of the records of the hits he introduces in "Follow the Fleet," "Let Yourself Go," and "I'd Rather Lead the Band." In "We Saw the Sea," a rollicking navy tune, he is supported by a male quartet.

Harriet Hilliard, radio and record star, who makes her film debut in "Follow the Fleet," can be heard on the Brunswick recordings of "But Where Are You?" and "Get Thee Behind Me Statan." She is supported by Ozzie Nelson and his orchestra, a combination which has found much favor with radio listeners.

◆

RENE GODIN, FRENCH EDITOR, VISITS SHOW

Rene Godin, editor and publisher of the only French coin machine publication, La Revue De L'Automatique, was an interesting visitor to the big American coin machine show held at Chicago January 13, 14, 15 and 16.

The editor of AUTOMATIC WORLD enjoyed a nice visit with Mr. Godin and enjoyed the many things of interest that he was able to talk about. Mr. Godin, no doubt, gathered much information while in America that will be of great help to the industry in France. He is an efficient executive and is capable of serving the coin machine industry in France in a way that will advance it forward. The French coin machine craft should lend Mr. Godin their every support.

◆

C. R. Stewart shoots in his check for a buck and says give me the AUTOMATIC WORLD up here in these Idaho hills. You bet, G. R., and we are glad to have you.

THE NEWEST THING IN PHONOGRAPH INQUIRIES

Below is an extract from a postcard reply received by the Rudolph Wurlitzer Mfg. Company, North Tonawanda, New York, from a "location" wanting a Simplex phonograph.

"You mentioned in your letter to me that your operator would be in to see me in about 10 days. When I wrote your firm I didn't mention that I was in the penitentiary and that I'm not allowed to leave it. Thanking you in advance for your troubles."

—and that one reminds of us an aggressive operator in a Florida City, who had a most profitable Simplex location in the county jail which sure took in the nickels. That's further proof that music operation is legitimate in every way and there's no need to play hide-and-seek with the sheriff.

◆

Guy F. Nees, Joe Baine, Joe Day, Charles Dupree, Ben Whitaker and L. W. Garton are recent Texas subscribers to AUTOMATIC WORLD. Welcome boys, and may you profit by reading the best coin machine trade paper in the field.

YOU'LL LIKE THE SIZE
YOU'LL LIKE THE PLAY
YOU'LL LIKE THE PROFITS
YOU'LL LIKE THE PRICE

Good Morning Noon and Night

It's got everything!

$69.50

PAY DAY

Buckley's New 5-Ball Automatic Payout Table!

BUCKLEY MFG. SALES
1613 Cotton Exc. Bldg.
Dallas, Texas

BUCKLEY MFG. SALES
1416 Polk Street
Houston, Texas

BUCKLEY MFG. SALES
811 Cherry St.
Fort Worth, Tex.

BUCKLEY MFG. SALES
103 S. Broad St.
New Orleans, La.

PHILIP ROBINSON
155 S. Mansfield
Los Angeles, Cal.

RICHARD LOVE
1122 S. Xanthus
Tulsa, Okla.

QUICK DELIVERY GUARANTEED!

BUCKLEY MFG. CO.
2160 W. WASHINGTON BLVD. CHICAGO, ILLINOIS

SAM GENTILICH PROMINENT NEW ORLEANS DISTRIBUTOR, AT SHOW

Mr. Sam Gentilich, New Orleans distributor, well-known throughout Louisiana and Mississippi in the amusement field, was welcomed and feted by his host of Chicago friends during and after show time. And let it be said right now that Sam Gentilich is quite a show-man himself. Whoever said a "man has to be born" to be a success in the line of his choice, could easily account for the success of Sam Gentilich in his chosen field, that of choosing and distributing coin operated equipment. Sam knows the show and amusement business one hundred per cent. He's made a life study of what appeals to the public mind. His knowledge of how to quicken the public pulse with something new is almost uncanny. By virtue of Mr. Gentilich and his customary alertness, the idea of "changing-odds" in coin machines appeared in New Orleans much sooner than in other large cities closer to the source of supply. Mr. Gentilich, together with Ken Willis, spent considerable time at Pacific Amusement Mfg. Co. 'Tis rumored that the Gentilich interests have become keenly interested in several of Pacific's new releases, and that operators and jobbers in Louisiana and Mississippi are going to be pleasantly surprised when the "pie is opened." Many of his friends had the pleasure of attending an oyster party at Pacific put on by Mr. Gentilich. Twenty-four dozen of the finest big fellows fully shelled, and fresh from the bayous of Louisiana, were cracked open by Mr. Gentilich, and a good time was indulged by everyone present. But oysters in the raw are seldom tasty, unless accompanied by good sauce. And would you believe it! Right on the bottle of cocktail sauce, we read "Bottled by Gentilich." Well, we're here to talk about coin machines, but we're also here to say, that this big fellow from New Orleans can do a lot of things beside pick a good coin machine. His cocktail sauce is the best. It should be everywhere—no foolin.'

◆

WEST TEXAS DISTRIBUTOR EXPANDING

Victor Cornealus and his Southeastern Coin Machine Company, Eastland, Texas, is really expanding and going places. Victor is handling a nice line of machines and offers operators in his territory some real coin machine service. His place is equipped with a first class repair and refinishing shop and he offers this class of service to Texas operators.

Victor wants all operators to call and see him when in Eastland, "Just make yourself at home," says Vic.

◆

HECHT NIELSEN AGAIN AT SHOW

Hecht Nielsen, one of the familiar figures on the show floor each year, and general factory distributor for American Chicle 5 Star Ball Gum, reports big business during the recent show. Sales of this fine ball gum were numerous. There was also a demand for the various coin counters and sorters handled by Hecht Nielsen.

◆

CLAIM BALLY BABY IS REALLY TWINS

Jim Buckley, sales manager of Bally Manufacturing Company, advises that the "stork" is about to "deliver" Bally Baby to a world of "expectant" operators and jobbers.

"Bally Baby," says Jim, "is really twins. You see only one machine and pay for only one machine, but you really get two machines—a 1-cent play cigarette sales stimulator and a nickel-dime-and-quarter trade game. Bally Baby is equipped with interchangeable reels and coin-chute caps, enabling the operator to change from one game to another in a few minutes time."

Bally Baby is described as the world's smallest counter game, requiring only 5 inches by 6 inches space and standing only 7 inches high. According to "proud papa" Bally, however, the Baby has an earning power that is the envy of many of its bigger brothers.

BROOKLYN, N. Y.
Supreme Vending Co.
557 Rogers Avenue
Coin Machines and Supplies
Get on our list for all information on New Machines

Five Florida coin machine operators who flew to the recent convention in Chicago are pictured beside the giant Eastern Air Lines "Douglas" skyliner that carried them from the "Sunshine State" to the convention city in little more than six hours. From left to right they are: Felix Sharp and C. S. Ward, both of Jacksonville; Bill Frey, Miami, and B. R. Daley and A. C. McDonald of Jacksonville.

KEEP COOL WITH EARL REYNOLDS

Dallas, Texas.—The slogan around Dallas these days is "Keep Cool with Earl Reynolds."

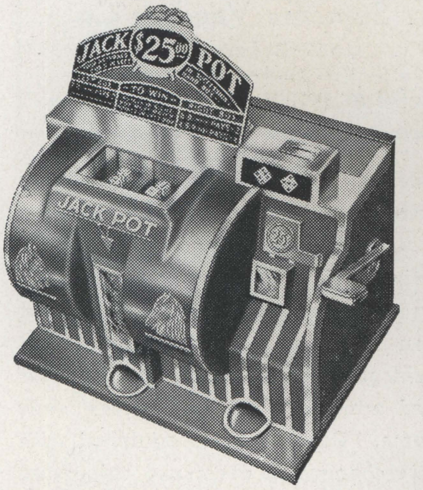
Questions have been in evidence to the effect that it was most highly desired to know what the saying had reference to. So here is the story.

Earl has been appointed distributor for the well known "Fresh'nd Aire" air circulator unit. It is an attractive three blade, propellor type electric fan. It is not just a fan but a real air circulator and conditioner. Every shop, office and showroom needs one of these units. One unit will keep the whole place cool. No use to sweat away your life this coming summer. See this marvelous mechanical wonder demonstrated and you'll buy one to keep that sweat shop cool this summer. Think of it, the fan has fifty or more controlled speed regulations. It is smooth running and the largest size, 36 inch, costs only ½c per hour to operate. It's a wonder. See it at Earl's showroom in the Jefferson Hotel, or write for descriptive folder.

◆

EARL REYNOLDS EXCLUSIVE DISTRIB ON RELIANCE

Earl E. Reynolds, leading Texas distributor with headquarters in the Jefferson Hotel, Dallas, is the exclusive distributor on Bally's Reliance, that true dice game with a real thrill.



Reliance is a dice game that is in a class by itself. When player gets four naturals (7 or 11) in succession on quarter model he receives a $25 gold award which is released automatically. On the nickel model he gets a $5 gold award. Reliance is some dice game and operators everywhere are making some real money with this machine.

Get in touch with Earl Reynolds, Jefferson Hotel, Dallas, Texas, today or see your favorite jobber.

Tell them you saw their ad in AUTOMATIC WORLD.

AURORA MUNICIPAL AIRPORT

Eastern jobbers paid the "flying Stoners" a visit at Aurora, Illinois, during the recent Chicago show. They flew from Chicago to the Stoner plant and then back again to Chicago. Everyone enjoyed the visit and came back to the Windy City with the highest praise for the Stoner hospitality. Those in the picture are, from left to right: Mr. Gross of Lehigh Specialty Co., Philadelphia; Mr. Kaufman of K. C. Novelty Company, Philadelphia; Harry Stoner; Dave Robbins of D. Robbins & Company, Brooklyn; George Ponser of Newark, N. J.; a New York jobber whose name we failed to get and Ray Bushell of the Stoner Manufacturing Corporation.

Texas Ops to Meet in San Antonio

April 4, 5 and 6 Officially Selected as Meeting Dates for Texas Coin Vending Machine Association Gathering

Fisher Brown, president of the Texas Operators Association, has officially announced that the annual meeting of the association will be held at San Antonio on Saturday, Sunday and Monday, April 4, 5 and 6. All members of the coin-operated machine industry of Texas are asked to gather in San Antonio on Saturday. The general business sessions will start on Sunday and will finish up on Monday morning.

Mr. Brown insists that all members and others be present and take part in this annual gathering of coin machine men and women. The hotel where the meeting is to be held will be announced at a later date.

One of the main pieces of business that is to be taken care of at this annual meeting is the election of officers to serve the association during the ensuing year. Be on hand and take a part in every meeting, is the plea of Mr. Brown.

According to reports the San Antonio operators are arranging a big meeting and entertainment for the visitors during the three-day stay in the Alamo City.

◆

A WORLD VISITOR

Mr. C. C. Jameson, National Coin Machine Exchange, Toledo, Ohio, was a recent visitor at the offices of AUTOMATIC WORLD. He was traveling in the interest of his firm and was out to cover a lot of territory before returning to Toledo.

◆

Don Nixon and Edwin Scheebeck are two live-wire Colorado ops who recently subscribed for AUTOMATIC WORLD. Welcome boys, we are doggone glad to have you.

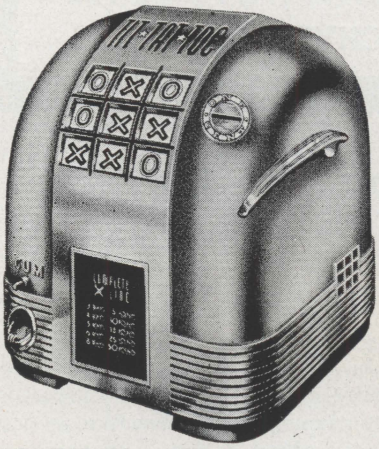
Tit-Tat-Toe

The Sensational Counter Game

Greatest Penny Collector ever made — Southwest operators save time and express.

ORDER YOURS NOW

$17.00



IMMEDIATE DELIVERY

MILLS TYCOON	$149.50
BALLY DERBY	115.00
PAMCO PARLAY	115.00
FORTUNE	115.00
BALLY PEERLESS	115.00

WRITE OR WIRE FOR QUANTITY PRICES
TERMS: One-third Deposit, Balance C.O.D.

Miller Novelty Co.

1203 West Second Box 826 Oklahoma City, Okla.

Guess which Shell it's under!

? ? ?

SHELL GAME

The old intriguing Shell Game cleverly adapted to a one ball automatic payout table by Western! See it—play it, there's a big thrill awaiting you!

MADE WITH WESTERN'S PROVEN PAYOUT UNIT!

$87.50

$5 Extra for Check Separator

Western Equipment & Supply Co.

925 W. NORTH AVE.

The Only
PHONOGRAPH NEEDLE USED AND ENDORSED BY EVERY ONE OF THE LEADING PHONOGRAPH AND RECORD MANUFACTURERS
PERMO-POINT
THE PERFECT 2000 PLAY PHONOGRAPH NEEDLE
It's all in the Point!
Beware of Substitutes!
Permo-Products Corporation
4311-13 Ravenswood Ave. CHICAGO, ILLINOIS

Rock-Ola Introduces New Principle in Music

Among the outstanding features of the exhibitions at the big Show was Rock-Ola's introduction of three new models of their Multi-Selector phonographs. The Rock-Ola Multi-Selector was presented for the first time at the 1935 convention. The important place this instrument has taken in the business of music operating in the course of a year is well known throughout the industry. So operators were naturally looking forward eagerly to see and hear what Rock-Ola had to offer for 1936.

That they were not disappointed was plain to see from the crowds that stormed the Rock-Ola booths on the convention floors, the Rock-Ola suite of rooms on the 23rd floor, and the rooms of several distributors throughout the hotel where Rock-Ola Multi-Selectors had been set up.

Outstanding Features

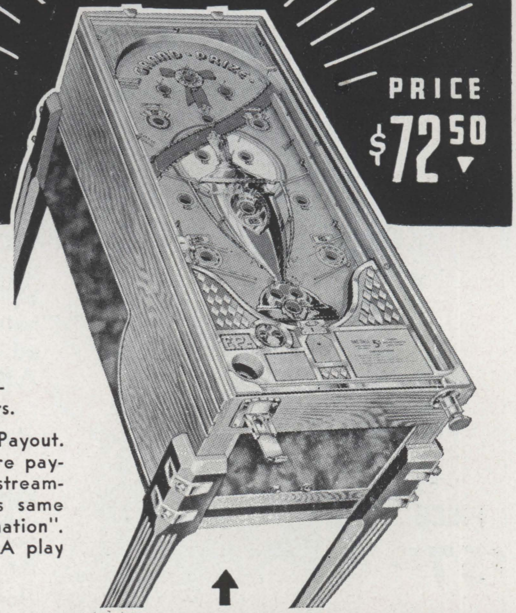
Just as at last year's showing, the Rock-Ola Multi-Selector attracted attention by the distinctive modern beauty of its design. By the true, clear quality of its tone. And by the simplicity and efficiency of its mechanism. The new models stood out for the same reasons. The changes made were all along lines of emphasizing these three important characteristics. The two Standard models showed changes in design that made them even more modern, even more distinctive and more attractive. Rock-Ola designers, in touch as they are with the latest and most authentic styles of wood-working and cabinet art, have displayed in these instruments how successfully beauty and practical utility can be combined.

Mechanical changes in the 1936 models are all towards even greater simplicity. Throughout the past year, Rock-Ola engineers have carried on ceaseless research. Everything within the range of mechanical possibility has been done to simplify every operation. Every unnecessary part has been removed. The result is a sturdy mechanism of great simplicity and positive efficiency.

Rhythm King Model Spectacular

The most spectacular model of the Rock-Ola line, and many visitors called it the most interesting exhibit of the entire Show, was their new Rhythm King.

The Rhythm King introduces an entirely new principle to the reproduction and amplification of sound. Nothing like it has ever been done before. And after listening to the beautiful tone and the unusual quality of the Rhythm King's music, everyone agreed that Rock-Ola has perfected a great new development of vast importance. Commentators at the convention prophesied that the Rhythm King will open up a new era in music operating. And it obviously



THIS PAIR *will Command the* BEST LOCATIONS!

PRICE $72.50

"COMBINATION" — Three Ball Payout. Fast on the "intake" — pays out from 10c to $1.50 on EIGHT different combinations. A beautiful game designed in brilliant colors.

"GRAND PRIZE" — One Ball Payout. FOURTEEN of the sixteen holes are payouts. Beautiful in gorgeous color, streamers, gold and silver design. Has same mechanical features as "Combination". Will never go stale on location. A play for the big money.

PRICE $72.50

COMBINATION
THREE BALL PAYOUT MACHINE

A.B.T. MFG. CO. CHICAGO U.S.A.

GRAND PRIZE
ONE BALL PAYOUT MACHINE

A.B.T. MANUFACTURING COMPANY
3311-19 CARROLL AVENUE » CHICAGO, ILLINOIS

extends the scope of the music field and presents great new possibilities for every operator.

This model of the Rock-Ola Multi-Selector consists of a tall, distinctive cabinet that houses the record selector, the record trays, the mechanism, and the amplifying unit. Besides this beautiful piece, there is another unit. And it is this one that attracted such great attention and caused such widespread discussion.

The Rhythm King's second unit can best be described as a combination of two stately, graceful columns of thrilling modern design and an impressive display of strength. In a specially constructed chamber at the base of these columns are two speakers. The whole unit has a most spectacular effect. Together with its other cabinet, the Rock-Ola Rhythm King is sure to dominate its surroundings, wherever it happens to be.

New Principle Explained

Naturally everyone who saw and heard this impressive instrument was interested, curious, and full of questions. Rock-Ola engineers and music experts were right on hand to give out complete technical information.

The great walnut columns are obviously patterned after the pipes of a pipe organ. Rock-Ola engineers explained that the principle is much the same, except that the wood used in these columns is especially selected to give the proper resonance. That is, to round out and mellow the tone.

Of the two speakers at the base of the columns, one handles the treble—the other the bass notes. This explains why each note is heard so distinctly. In this way, every instrument used in the recording is heard exactly as the musician intended it to be heard—clearly, perfectly, and in entire harmony with the rest of the orchestra.

As the music is sent on its way up the length of the columns, it is mellowed and given a resonance and quality no number of speakers alone could accomplish. When the tone leaves the columns it continues up to the ceiling and then it is diffused evenly throughout the entire listening area.

Important Idea

This fact is especially significant. It means that the tone will be carried perfectly over an unusually large area. Besides, it means that listeners close to the machine hear the music with the proper perspective. It is not blared into their ears. It sounds even, clear, and perfect—just as it does from a distance. This feature alone is a new development of great importance.

Great Progressive Step

Two of these speaker units can be used with each Rhythm King model. In this way it is possible to fill even the largest hall or room—or even more than one room—with music. And every foot of that large area would hear the same beautiful tone and quality.

It is only natural that this progressive step taken by the Rock-Ola Manufacturing Corporation will mean much to the entire world of coin operated machines, and especially to the business of music operating. It gives operators a means of competing with almost any type of musical entertainment. In fact, it places coin-operated music in a new and higher position of importance in the amusement of the public.

◆

From Illinois comes a reader in the person of William Ginos. Our group of Illinois readers is growing by leaps and bounds and we are glad to add William to this big list.

TOP-IT A.B.T. SCORES TWICE !
Pick this Pair for Profit

TOP IT
FREE GAMES
TOP-IT
2 BALLS 5c

PRICE
$57.50

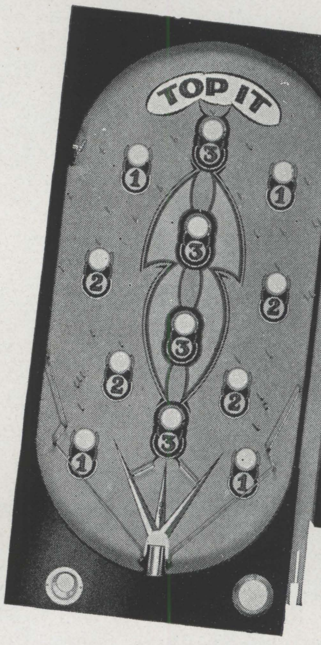
The stage is set, the curtain rises—! And now A. B. T. presents the 1936 Sensation . . . "TOP-IT"

"TOP-IT" comes in two and four ball plays; the two-ball has kickers, the four-ball has none. "TOP-IT" has an illuminated score board, gorgeously designed cabinet and playing board, special A.B.T. mechanical features.

← 2 BALL Only two simple moves in this game. 1st. Insert coin, push plunger, then watch cubes go into action in both windows. Bouncing up and down they come to rest, showing the player his point in the left window and the award for topping the point in the right window.

Now the playing balls go into action. When a ball settles in a hole, the illuminated score board shows the score. If the total exceeds or "tops" point in the left window, player receives award on cube shown in the right window and is ready to play again-! 4 BALL →

ORDER NOW !



PRICE
$57.50

A.B.T. MANUFACTURING COMPANY
3311-19 CARROLL AVENUE » CHICAGO, ILLINOIS

N. A. C. O. M. M. News Notes

The executive committee of the National Council of Coin Machine Operators Association met in Chicago on February 17 with the board of directors of the National Association of Coin-Operated Machine Manufacturers.

Mr. Tratsch, NACOMM president, was the spokesman for the manufacturers and Mr. Young, president of the National Council, was spokesman for the operators' organization.

There was a most friendly discussion of the program adopted by the National Council at its convention in January, and the directors of NACOMM indicated their approval of six of the nine items submitted as being policies beneficial to the entire industry. The other three items will be given further consideration by manufacturers and another meeting between these groups will doubtless be arranged within the near future for further consideration of these items and other matters of mutual interest.

The six items of policy on which the directors concurred are as follows:

1. Intensive effort to organize operators in every state in the Union, to be carried out by the National Council of Coin Machine Operators Associations.

2. Creation of a combined industrial group under the guidance of an executive board to establish policies of the industry comprised of operator, distributor and manufacturer.

3. A legislative program properly handled and based upon a just and equitable requirement for all phases of the industry.

4. A discontinuance of the policy of advertising prices in trade mediums that are sold on newsstands and in locations of operators.

5. A discontinuance of the policy now practiced in advertising by the insertion of exorbitant claims as to the earning capacity of coin operated machines.

6. A program of education setting forth the true facts as they pertain to the operation of coin operated machines in order that the ill will caused by unfair advertising claims which are directly responsible for Better Business Bureau ads, Koolox broadcasts and stories such as Crime Incorporated be counteracted.

Both Mr. Tratsch and Mr. Young following the meeting emphasized the desire of manufacturers and operators to continue their co-operative work. This was particularly emphasized in item one of the above program manufacturers and operators feel are a very important part of the program for the betterment of the industry.

◆

D. E. HOUSE DISTRIBUTING COMPANY

The D. E. House Distributing Company, 709 Sanger Hotel building, Dallas, Texas, is a live and progressive firm. Headed by that aggressive and super coin machine man, D. E. House, the firm is enjoying a nice business. Mr. House invites all operators to visit his place when in Dallas.

TEXAS ITEMS

Dave House of the D. E. House Distributing Company, Dallas, who has been ill, is up and back on the job at his distributing offices in the Sanger Hotel building.

* * *

Coin Machine Row has sprung up in Dallas. In the Sanger Hotel block we now have the D. E. House Distributing Company, Consolidated Amusement Company, Capehart Corporation, and the Earl Reynolds warehouse.

* * *

Our two good friends, Sol Kolber and Harry Turner, both of Dallas, have formed a partnership and their firm will be known as the Consolidated Amusement Co., with offices and showrooms at 711 South Ervay street. Both of these men are well known in coin machine circles not only in Texas but all over the United States. We look for big things from this new organization.

* * *

With the Centennial just around the corner and many other promising conditions in evidence, Texas ops should be all smiles. There is going to be a lot of coins dropped into the coin chutes before 1936 makes its exit.

* * *

DeWitt Haley has sold his operating interest at Texarkana, and moved back to San Angelo where he will operate a nice string of equipment.

* * *

Get your equipment up in top condition and your locations well in order. The big Texas Centennial is just around the corner and coin-operated machines are going to come in for their part of the gravy.

* * *

Electro Ball Company report big sales on the Watling Manufacturing Company's products. Right now they are featuring the famous Watling springless scale and the Watling Rol-A-Top slot machine. All Watling products are of the highest quality and operators can't go wrong when they buy Watling equipment.

* * *

Mr. Winters, of International Mutoscope Reel Company, Inc., New York, City, has been in Texas in the interest of his firm. There will be some important announcements to operators shortly regarding the Mutoscope products.

YOU'LL LIKE THE SIZE
YOU'LL LIKE THE PLAY
YOU'LL LIKE THE PROFITS
YOU'LL LIKE THE PRICE

A birdie on all four counts

It's got everything!

$69.50

PAY DAY

BUCKLEY'S NEW 5-BALL AUTOMATIC PAYOUT TABLE

BUCKLEY MFG. SALES
1613 Cotton Exc. Bldg.
Dallas, Texas

BUCKLEY MFG. SALES
1416 Polk Street
Houston, Texas

BUCKLEY MFG. SALES
811 Cherry St.
Fort Worth, Tex.

BUCKLEY MFG. SALES
103 S. Broad St.
New Orleans, La.

PHILIP ROBINSON
155 S. Mansfield
Los Angeles, Cal.

RICHARD LOVE
1122 S. Xanthus
Tulsa, Okla.

QUICK DELIVERY GUARANTEED!

BUCKLEY MFG. CO.
2160 W. WASHINGTON BLVD. CHICAGO, ILLINOIS

A CORRECTION

On page 55 of our January issue we published a short item to the effect that L. C. Malone and Jackson Stanley were two new ops of Houston, Texas. This is an error. They are not operators. L. C. Malone is district sales manager for Mills Novelty Company of Chicago and Jackson Stanley is sales representative for Mills Novelty Company. We are glad to make this correction and we are sorry that it got through. They are readers of AUTOMATIC WORLD and like the magazine fine but they just want the industry to know that they do not operate.

◆

RONALD S. WISE JOINS COLUMBIA PHONOGRAPH CO.

Ronald S. Wise, well known to the music trade as a promoter of classical phonograph records, is now in charge of sales for the Masterworks division of the Columbia Phonograph Company, Inc. He is making his headquarters temporarily in New York City. He established his reputation for having an extensive and thorough knowledge of recorded music while he was traveling record sales and promotion representative of the RCA-Victor Company, with which company Wise was employed for seven years prior to his present connections with Columbia Phonograph.

IF YOU WANT
GOOD RETURNS ON A SMALL INVESTMENT

BUY

GROETCHEN'S PUNCHETTE
$19.75 f.o.b. Birmingham

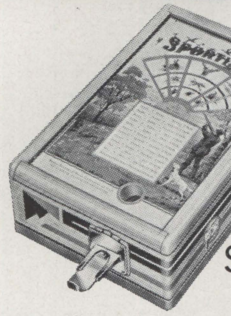
DAVAL'S TIT-TAT-TOE
$17.50 f.o.b. Birmingham

IMMEDIATE DELIVERY

WIRE — WRITE — PHONE

Birmingham Vending Co.
2117 THIRD AVENUE, NORTH
PHONE 3-2327
BIRMINGHAM, ALABAMA

Bag the LIMIT with SPORTLAND



$19.75

SOME like their shooting in the great open spaces and others in shooting galleries, but—smart operators everywhere are bringing down the big game with "SPORTLAND."

Here is fifteen seconds of fast and thrilling play . . . Once the players know that you have "Sportland" on location, the nickels will begin to roll in.

Smart looking cabinet—small and compact—16″ long, 5½″ high, 10¾″ wide. Shipping weight 14½ lbs.

"SPORTLAND" equipped with Ball Gum Vendors, $1.50 extra.

See your distributor at once. If he cannot supply you, write for full particulars.

A.B.T.
MANUFACTURING COMPANY
3311-19 CARROLL AVE. » CHICAGO, ILL.

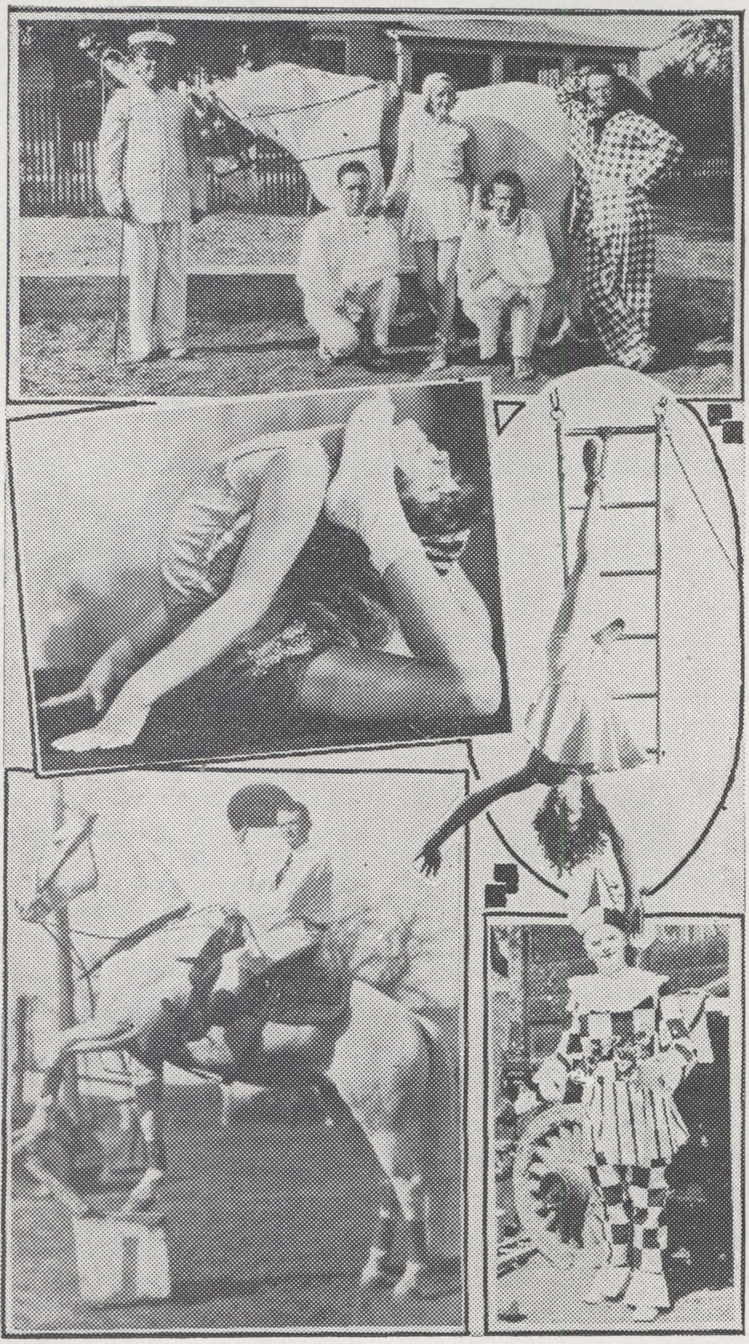
Tell the advertisers you saw their ad in AUTOMATIC WORLD.

"DOUBLE-UP" NEW AUTOMATIC ONE-SHOT PAYOUT GAME

A one-shot payout game of many distinctive features is Stoner's "Double-up" recently introduced and already in big demand by operators everywhere.

Player interest is bound up in the tremendous suspense created by the intricate, goat-getting, lazy wandering of the single ball among an ingenious maze of springing spirals until one of the scoring holes is reached, indicating the amount of payout.

But that's not all . . . as the coin is played an indicator on the playing board indicates the proper hole to shoot for, and if indicated hole is "made" the payout "doubles up" . . . the 100 hole scoring 200, the 20 pockets scoring 40, and so on . . . giving the game a well-earned name.



Many outstanding features will be in evidence at the coming Texas Centennial major celebration at Dallas. One of them will be the appearance of the most unique and strangest circus in the world, the Gainesville Community Three Ring Circus. Every performer, musician, clown and what not that takes part in this strange circus is a citizen of Gainesville, Texas, and has never appeared as a professional. Thousands of people are looking forward to seeing this strange and interesting show.

New Orleans Coin Machine Notes

Burt Trammel, widely known in the coin machine trade of the Gulf area, became territorial sales manager for Electro Ball in district comprising Louisiana and Mississippi effective February 11. Burt will have headquarters at New Orleans branch of Electro Ball, managed by genial J. Fred Barber. He will start out in a few days for a trip through the entire new territory assigned him to renew old acquaintances.

Burt is thoroughly familiar with every phase of the coin machine business and should be a great asset to the local office which has already done itself great credit under the able guidance of Barber.

* * *

Saw R. T. Covington in a big downtown distributor's show room this week looking over some new machines. R. T. said that he found business fair enough, adding that Bally's Derby has been a boon to his income but he hopes that the long spell of blustery and exceptionally cold weather for this neck of the woods will soon abate and give the added thousands coming in for the Mardi Gras fun a chance to play the machines he has on location.

* * *

Two well-known operators of New Orleans who are brothers, are said to be planning to open a small sportland on lower St. Charles avenue here if proper arrangements can be made with distributors of machines. They admit that they have an option on a vacant site in the 300 block of this important thoroughfare which should prove to be a "honey." "But please don't publish our names until we have completed the set-up," they request.

* * *

A good word for Bally's latest games, Peerless and Bonus, is put in this month by Louis Boasberg of New Orleans Novelty Company, who says that this combination is proving to be "stimulators" to run down locations. "I'm having little trouble placing these two money makers and Bally should be congratulated again for having two real winners," Louis says.

* * *

Orchids to Mel Mallory, genial operator connected with the Louisiana Amusement Company and New Orleans branch of Stelle & Horton of Houston. When news becomes scarce to this correspondent, he can always drop in on Mel and get a real "hot shot." Just the night before my last call there, he had attended the third meeting of the recently organized New Orleans Music Machine Operators Association of which he is the hard working secretary-treasurer.

"After considerable discussion," he said, "we have finally agreed upon a fixed percentage with a pact not to "bump" locations. This is just what we need in our industry and all of our members are highly pleased over the new agreement to give location 25 per cent cut up to $10 on all music machines and 35 per cent for returns above this amount."

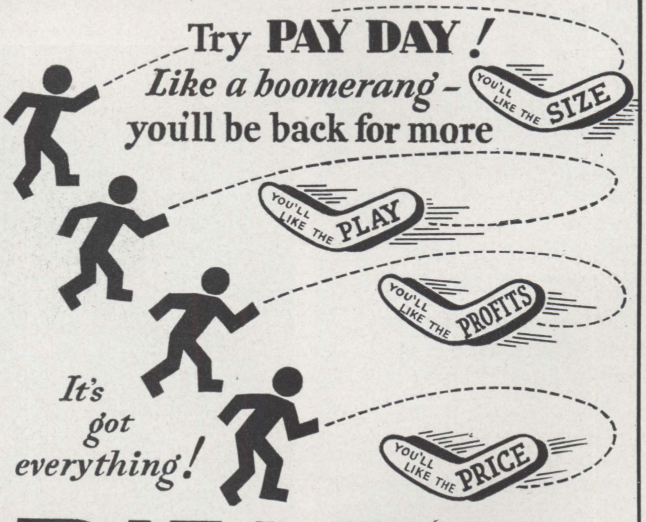
* * *

In two weeks New Orleans' carnival season will be at its climax with the celebration of Mardi Gras. As usual, this world famous festival season is attracting thousands of visitors from all parts of the globe and downtown locations cannot help but be benefited by this great influx of guests. Hotels are already sold out and rooms can only be had at a premium. The severely cold weather up North and East especially has helped the city's attractiveness and there is an unusually large number of "trailer" communities springing out in all available lots. The majority of operators admit that business has increased daily since the season opened early in the month. For instance, Charles J. Phillips of General Novelty Company, says that in the past two weeks he has found himself unable to get enough machines on location to meet the demand. Of course he is doing a bit better than the average but nevertheless his store rooms are noticeably void of surplus stock.

* * *

Mr. and Mrs. Bjarne Olsen, one of the city's more popular music machine operators, are the proud parents of a baby girl, born two weeks ago at a local hospital. Congratulations, Bjarne, but please give her a name that will be a bit easier to pronounce

(Continued on Page 64)



PAY DAY

$69.50

BUCKLEY'S NEW 5- BALL AUTOMATIC PAYOUT TABLE!

BUCKLEY MFG. SALES
1613 Cotton Exc. Bldg.
Dallas, Texas

BUCKLEY MFG. SALES
1416 Polk Street
Houston, Texas

BUCKLEY MFG. SALES
811 Cherry St.
Fort Worth, Tex.

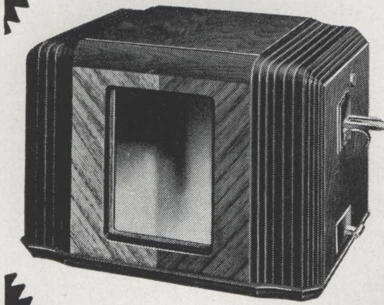
BUCKLEY MFG. SALES
103 S. Broad St.
New Orleans, La.

PHILIP ROBINSON
155 S. Mansfield
Los Angeles, Cal.

RICHARD LOVE
1122 S. Xanthus
Tulsa, Okla.

QUICK DELIVERY GUARANTEED!

BUCKLEY MFG. CO.
2160 W. WASHINGTON BLVD. CHICAGO, ILLINOIS



ANOTHER WESTERN HIT!

• WE SAY IT AGAIN! THE GREATEST AUTOMATIC DEVELOPMENT OF ALL TIME!

Harmony Bell

Operate it...

INDIVIDUALLY!
WITH PHONOGRAPH!
REMOTE CONTROL TO PHONOGRAPH!

Upon insertion of a coin LIGHTED FIGURES FLICKER all over the MAGIC MIRROR. If a winner is made, player is AUTOMATICALLY PAID OUT OF AWARD SHOWING. Highest payout is $1.00. If OPERATED WITH PHONOGRAPH, WIN or LOSE, PLAYER AUTOMATICALLY GETS A RECORD SELECTION. Equipped with WESTERN'S FAST, POSITIVE, PAYOUT UNIT.

$67.50 Check seperator $5 additional

WESTERN EQUIPMENT AND SUPPLY CO.
925 W. NORTH AVE., CHICAGO

EPCO BREAKS UP CRIME!

And any operator will agree that it is a crime when players and location owners can find a way to make a payout drop, every time they want one. Of course, they always want one.

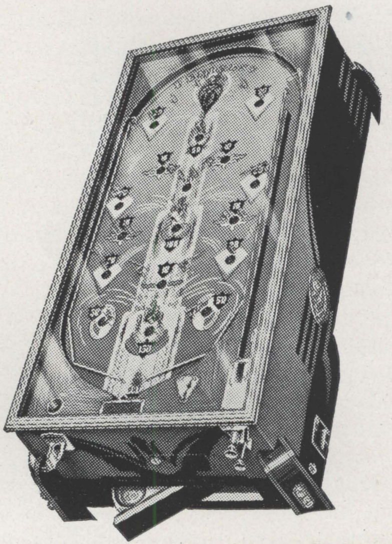
But the smart boys who have been "milking" electrically operated payout tables by pulling cords or by other methods are going to have to go back to work again. From now on payouts are going to drop only when the right number comes up. For Epco, otherwise known to the trade as the Electrical Products Company of Detroit, have just announced the new Electropak—a device which is easily and quickly installed in any electrically operated payout table. This little inexpensive gadget is foolproof lifetime insurance against the plug-pulling, table-tipping "wise guy" and the operators who install it can sleep nights with complete assurance that the nickels will go in the cash box where they belong. Chiselers who try to beat it will only contribute that many more nickels—one for every try. Epco does it again!

◆

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

EARL REYNOLDS IS MAKING PROMPT DELIVERIES ON BALLY'S PEERLESS

For prompt deliveries on the famous Bally's Peerless, get in touch with Earl Reynolds, Jefferson Hotel, Dallas, Texas. Earl is keeping the whole force working overtime in order to give operators a real delivery service on this Bally game.



Earl also says that good old Derby is still going strong and coming out ahead in every race. "Derby is still a real winner," says Earl.

We Operate
WURLITZER
SIMPLEX
Phonographs
SOUTHERN VENDING MACHINE C

Southern Vending Company, Danville, Va., moved into their new building at 123 Wall street, recently, and celebrated by giving a big party for all their locations and employees. This organization has been in the coin machine business for the past five years but only within the past year have they gone in strongly for music operations. According to R. N. Strange, owner and manager, their music activities and results have far exceeded first expectations. Members of the organization from left to right are: R. N. Strange, O. H. Brown, W. R. Barbour, H. B. Fowkles and R. C. Bragg.

Good Games Keep Western Equipment Plants Humming

"If you have what they want, they'll buy!"

Offsetting the persistent rumors concerning a temporary lull in the amusement machine business, is the sterling example set by the Western Equipment & Supply Company. This well known firm has been kept hopping meeting the avalanche of orders that followed the remarkable showing of their complete line of coin operated amusement games at the recent Coin Machine Show in Chicago.

The new Western line which includes such phenomenal successes as Harmony Bell, The Shell Game, Wildfire, Punch-A-Lite, Stock Market, Thorobred, Ponies, Par-Lay and Line-O has clicked with operators all over the world.

It is an established certainty that Harmony Bell will take its place in the coin machine business as a permanent machine, just as slots, automatic phonographs and merchandise venders.

They say that music hath the charm to soothe the savage beasts but Al Mendez, Wurlitzer factory representative from New Orleans, was soothed and overcome by another charm—the pleasant smile and winning personality of the little girl who said "yes" and consented to become Mrs. Al Mendez. The cactus and palm background is not artificial but the real stuff as found in Mexico City, where Mr. and Mrs. Mendez spent a midwinter vacation. The Mexican photographer gave Al his "floor mat" and "straw" just to make the picture look more realistic, even though the Mexican did not win any prizes for the quality of his photograph. Al's smile just won't come off—Mrs. Mendez plus the big volume of business Al is getting from his Simplex operators is responsible.

Harmony Bell is probably the most versatile coin operated machine to be presented to the business. Its unique and uncanny operation is truly ingenious. Upon the insertion of a coin in slug proof slot, lighted figures rapidly flicker all over the "Magic Mirror." If the player is fortunate enough to get a winner, Western's fast, positive, proven payout unit automatically pays out the amount showing. The highest possible payout is one dollar.

Harmony Bell is an extremely "innocent looking" machine. The beautiful modernistic walnut cabinet is comparable to a fine piece of furniture. Operators are particularly enthused about the many ways this Western winner can be operated. Set on any counter or bar, Harmony Bell can be operated individually, just as you would operate a slot machine. The operator can set it on top of an automatic phonograph (Easily hooked up with any automatic phonograph). When attached to a phonograph, regardless whether the player wins or loses on the automatic payout, he automatically receives a selected recording for his coin. Harmony Bell may also be operated by remote control to an automatic phonograph. In other words, the operator can place it on a bar and run wires from the machine to the automatic phonograph back in the dance floor. Complete instructions as to the wiring of Harmony Bell to an automatic phongraph is available from the Western Equipment & Supply Company. Operators requesting this information will receive it promptly.

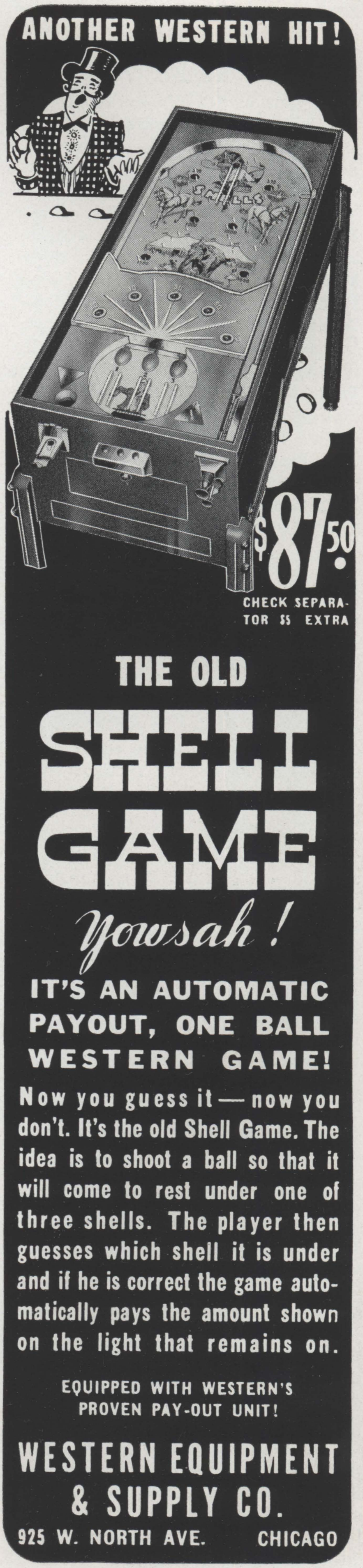
◆

"The law of worthy life is fundamentally the law of strife. It is only through labor and painful effort, by grim energy and resolute courage, that we move on to better things."

◆

There is so much good in the worst of us, and so much bad in the best of us, we should never undertake to talk about the rest of us.

Leaders are just ordinary persons with extraordinary determination.



ANOTHER WESTERN HIT!

$87.50

CHECK SEPARATOR $5 EXTRA

THE OLD SHELL GAME

Yowsah!

IT'S AN AUTOMATIC PAYOUT, ONE BALL WESTERN GAME!

Now you guess it — now you don't. It's the old Shell Game. The idea is to shoot a ball so that it will come to rest under one of three shells. The player then guesses which shell it is under and if he is correct the game automatically pays the amount shown on the light that remains on.

EQUIPPED WITH WESTERN'S PROVEN PAY-OUT UNIT!

WESTERN EQUIPMENT & SUPPLY CO.

925 W. NORTH AVE. CHICAGO

NEW ORLEANS COIN MACHINE NOTES

(Continued from Page 61)

than your own. We haven't found two men yet who could pronounce Bjarne the same way. Oh those Scandinavians!

* * *

Harry Batt, operator of the B and M Sportland here and in addition lessee of one of America's finest bathing beaches and pleasure resorts, Pontchartrain Beach, is one of those fellows who wasted little time at the recent convention in Chicago. He announces this week that he had formed a partnership with Julius Pace and Sam Gentilich to distribute certain machines of Daval Mfg. Co., J. H. Keeney and Co., and Bally Mfg. Co. in this territory. The firm is contemplating opening a new big office on Poydras street in the near future.

* * *

A new operator in New Orleans, starting around February 1, is Robert O'Hara. He has recently placed several Mills Novelty Company machines on location, according to Frank Gleeson of the local Mills branch. Frank recently had as a territory guest, A. A. Haney, expert phonograph service man, who came down to help train repair men in East Texas and South Louisiana.

* * *

Tycoon, "seven can play at one time," is another new sensation that is placing well in New Orleans and adjacent territory, according to Hank Friedburg of Crescent Novelty Company, local distributors for this new Mills Novelty Company machine. "It's tricky when you first play this great game but it's the cutest I've seen yet," one of Crescent service boys remarks. "We are waiting impatiently for more."

* * *

And talking about operators who have been in this coin machine business by a matter of years and years, don't forget the three Mills brothers. Here is a trio who can remember when coin machines were, well, just a wee baby in swadling clothes. And they are still big figures in this game.

* * *

Herbert Mills, vice-president of the Music Machine Operators Association here, surely gets his money's worth out of his new Plymouth. You never see Herby at the wheel unless there is a coin machine sticking out a back window. A combined pleasure car and delivery truck, says Herby. But he is not the only one doing this dual driving, eh!

—AND THEY FLEW AROUND AND AROUND

Braving the wintry blasts and blizzards in and around Buffalo, J. A. Darwin, Wurlitzer factory representative, with Nat Cohen and Phil Bogin of the Modern Vending Company, New York City, left the Newark airport by plane on Friday morning, January 31, at 8 o'clock bound for Buffalo and the plant of the Rudolph Wurlitzer Mfg. Company. Irving Sommer didn't think it necessary for himself to be flying around in snowstorms so he stayed in New York.

The plan was scheduled to land at Buffalo at 10 o'clock. However, the wind and snow had played such havoc with the landing field, causing drifts many feet high, that instructions were given the pilot not to attempt a landing.

The next thing the three air-minded travelers knew they were on their way to Detroit. A landing was made there and within a short time they were aboard another plane, winging their way East again. The boys thought they would be compelled to return to New York and had agreed they would take another plane back to Buffalo the next day for Nat and Phil were determined they must have their Simplex phonographs.

As they neared the Buffalo airport for the second time on the return flight from Detroit, radio communications told the pilot he should attempt the landing. Right here the boys probably thought they might come down in a snow drift but you'll have to ask them what they actually thought. At any rate the plane came down and the suspense was over.

The flight from New York City required seven hours instead of the scheduled two hour flight. Anyway, the boys certainly got their money's worth with plenty of flying around and around.

As a result of this trip Modern Vending has the distinction of having placed the largest phonograph order ever given any manufacturer in the coin music business. From now on in at Modern Vending it's a case of the "music going 'round and 'round while the nickels come in and out."

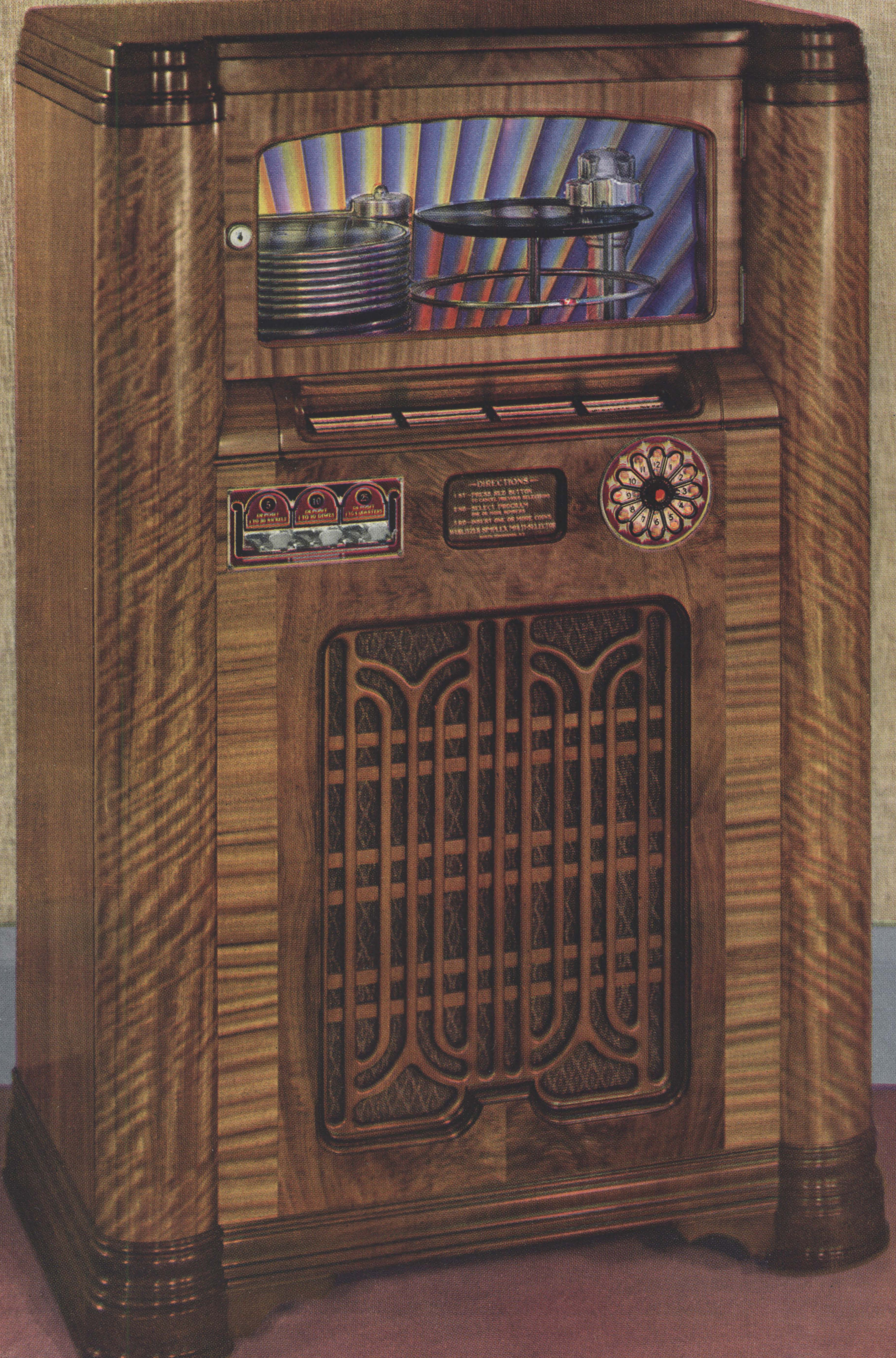
◆

Never give a customer a dime in change when you can just as well give him two nickels. There is a psychological tie-up between a nickel or two in the palm and an amusement machine where that nickle or two has a chance to multiply!

Sport and Pleasure
AWAIT YOU IN
SAN ANTONIO
THE TEXAS RESORT BEAUTIFUL

Enjoy the glorious outdoor and resort advantages of San Antonio to the utmost while living at the magnificent Plaza Hotel. Flawless service, sumptuous appointments and superlative cuisine. Home of the brilliant El Mirador – San Antonio's brightest bright spot. Moderate rates prevail- single rooms from $2 daily.

PLAZA
HOTEL
JACK WHITE, OPERATOR
HOTEL PLAZA AT
CORPUS CHRISTI UNDER
SAME MANAGEMENT


5
10
25
DEPOSIT 1 TO 10 DIMES
DEPOSIT 1 TO 4 QUARTERS
DIRECTIONS
1
2
3
4
5
6
7
8
9
10
11
12

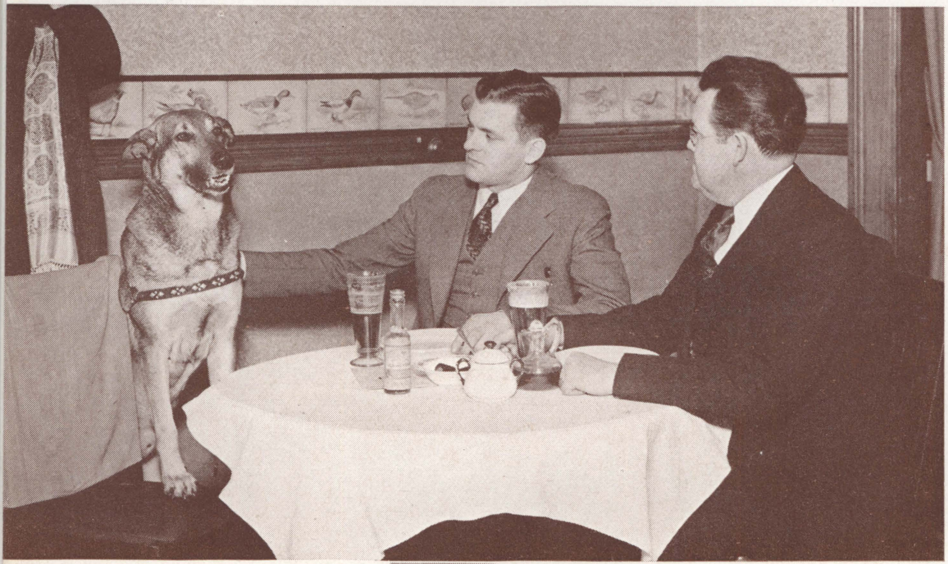
LINE UP THE BEST LOCATIONS WITH THE

1936 WURLITZER-SIMPLEX

YOU, TOO, CAN MAKE A CLEAN SWEEP

The beauty, tone and spectacula lighting effects of the 1936 Wurlitzer-Simplex gets and holds the best locations—makes the crowd eager to hea it play again and again—piles nickels dimes and quarters into the cash box From Maine to California, operator are setting new records for profits—ordering thousands and thousands o these phonographs, giving Wurlitze the tremendous volume tha enables them to make th 1936 Simplex the greatest automatic phonograph value.

THE RUDOLPH WURLITZE
MFG. CO., N. TONAWANDA, N. Y



Paul E. Davis, Davis Sales Co., Syracuse, New York, is not only a dog fancier, but a successful Wurlitzer-Simplex Operator who claims that ***"The operator with the 1936 Wurlitzer-Simplex can secure the very best locations. He knows that even the most exacting location owner can be completely satisfied and the worries from competitive equipment entirely vanish."***

(At right). **Roland R. Maheux, Auburn, Me.,** on his way to the Wurlitzer factory to place his order for more phonographs. Mr .Maheux, a dyed-in-the-wool sportsman, owns a very fine speed boat, flies his own plane, likes the Wurlitzer-Simplex because, as he puts it, ***"The Wurlitzer-Simplex is greatest and finest automatic phonograph and more value for the money than any other phonograph built."***

(Above) **H. L. March, Brattle Vermont,** a very enthusiastic man and hunter, informed us the fish were not biting the pa lar day this picture was snappe said, ***"If I could have set Wurlitzer-Simplex and p the Fisher's Hornpipe, I am that the fishes would have dancing under the bridge. know 'Music hath charms' if played on my Deluxe units I know that I could filled the basket."***

(At left) from left to right: **W. E. Simmons, Wurlitzer representative; H. T. Burtis; J. C. Dorser, Dorser Music Co.: Fresno, Calif.; Mrs. J.T. Burtis; Rear of cabinet, Mrs. J.M. Jones; Mrs. J. C. Dorser. Mr. Dorser,** whose principal interests are his friends and his business, and who has been in the automatic music business since the first electric piano, stated, ***"This 1936 Wurlitzer-Simplex stands as a monument to skill and sincerity. The Wurlitzer Company has bent every effort to make a perfect instrument, and the operators' interest has ever been uppermost in their mind. This instrument has no equal, it is the phonograph without a peer."***

OF THE BEST LOCATIONS WITH THE

1936 WURLITZER-SIMPLEX

t right) Western New York and Pennsylvania operators and Wur-
zer representatives visit a location after recent visit to Wurlitzer
ctory. From left to right: **S. T. Cass, Dist. Mgr. N. Y. and**
. Pa. E. H. Petering, Sales Mgr., Wurlitzer-Simplex Division;
. J. Grehlinger, Operator, N. Tonawanda, N. Y.; Fred. A.
anDeWalker, Operator, Kenmore, N. Y.; Harry Cofelt, Mgr.
riole Coin Machine Corp., Buf-
lo branch; J. H. Payne, Dist.
gr. Ohio and Western Penna.;
. William Ross, Mgr. Oriole
oin Machine Corp., Pittsburgh
ranch; and R. A. Santoro, op-
ator, Holley, N. Y.

WHAT THEY SAID

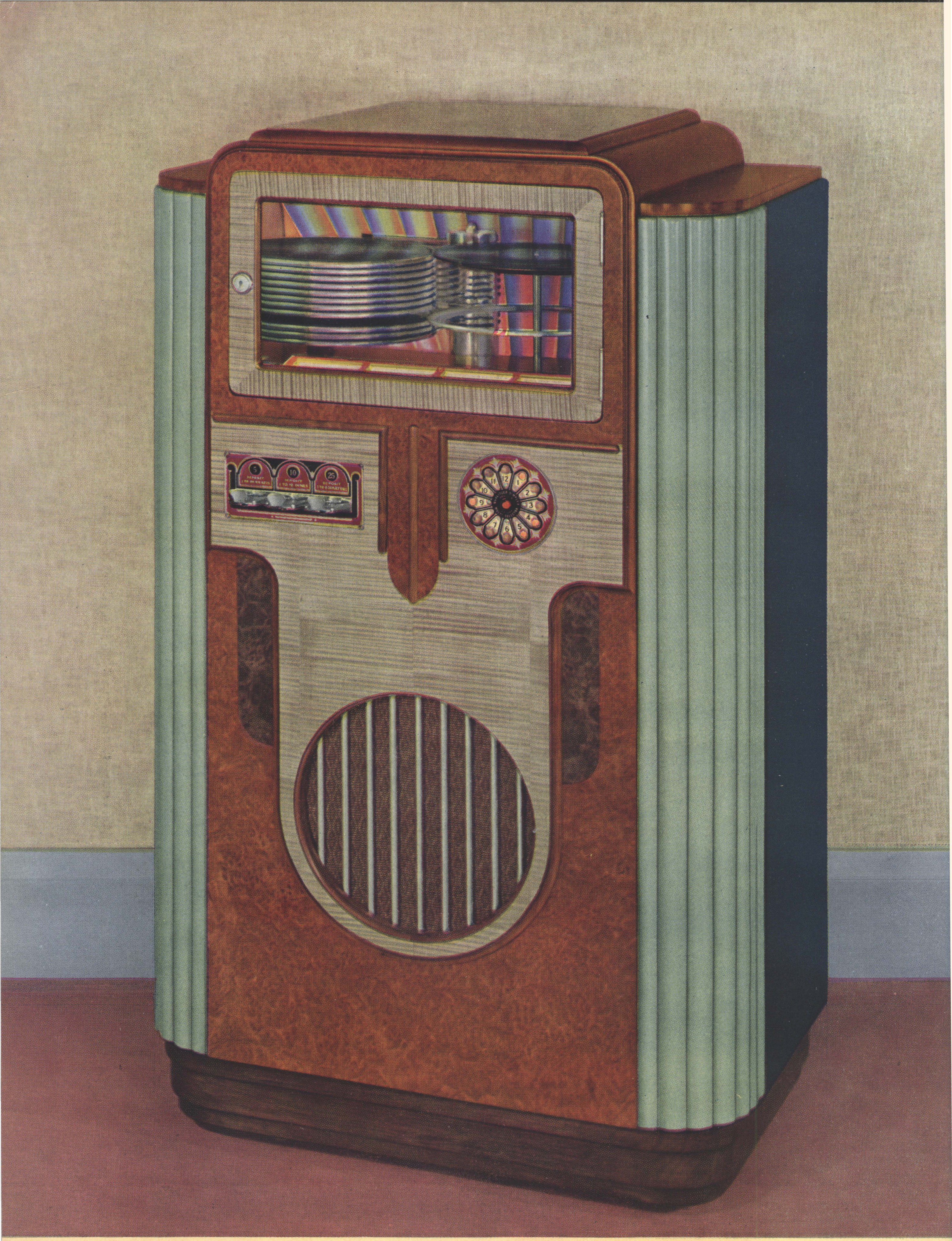
"Competitors might just as well forget about the big money locations." Fred A. Van DeWalker, Kenmore, N.Y. *"Big time locations glad to sign on dotted line."* . . . M. J. Grehlinger, N. Tonawanda. *"Am certainly strong for your policy of selling to operators."* . . . **Harry Cofelt, Oriole Coin Machine Corp., Buffalo, N. Y.** *"Sure to make bigger profits—hold the best locations."* . . . **A. Wm. Ross, Oriole Coin Machine Corp. Pittsburgh, Penna.** *"An operator's instrument that will make bigger, better profits."* **R. A. Santoro, Holley, N. Y.**

DISCOVERER

ove). **Mr. and Mrs. E.**
Mapes, San Francisco,
if. whose hobby is breed-
Polled Herefords in the
JoaquinValley. Has pur-
sed over 300 Wurlitzer-
plex Automatic Phono-
phs in the last 5 months.
h are devotees of outdoor
rts, ride broncos—have
le roundups for sport—
k in saddle horses as a
line. Mapes says:—
y worries will soon be
r, thanks to Simplex."

(Above, right) **Heinie Berger, of the Berger Distributing Co.**, Seward, Alaska and "Discoverer," one of two boats which he operates between Seattle and Alaska. Berger also operates a smaller boat up and down the Alaska Coast covering all small ports—is a big buyer of furs—runs one of the largest Alaska fox farms—and last, but not least, operates Wurlitzer-Simplex Automatic Phonographs in Alaska. Mr. Berger says *"Other operators certainly have to take a back seat when it is a question of deciding between their instrument and our Wurlitzer-Simplex."*

Sold only to OPERATORS



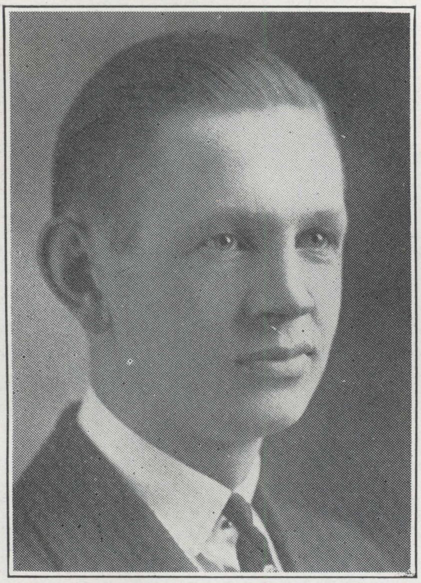
. . . *And here's the* New, Modernistic **WURLITZER - SIMPLEX**

Especially suited to locations with Modernistic Furnishings

OPERATORS AMUSEMENT CO.

ROY E. JONES OF OPERATORS AMUSEMENT CO., STRESSES CLEAN ETHICAL BUSINESS

At the regular weekly sales meeting of the executive staff and heads of the various departments that constitute the company's entire activities the subject most frequently stressed by Roy E. Jones is courteous, clean relations in all transactions whether it be a five cent sale or a $1,000 sale; whether it be in the stock room or in the operators' field. "We have not built this business by using any unscrupulous methods for our personal gain and I shall insist that this policy be continued and carried out to the letter," says Mr. Jones. "Any of you may be tempted to act on the spur of the moment to make a transaction that would mean immediate gain but we must not think of only today or tomorrow but in terms of years."



ROY E. JONES

"Make all dealings above board; no one can criticize you for acting and thinking in terms of fairness," he continued.

Such talks are given to the organization almost weekly in connection with well planned activities.

◆

ROY JONES BELIEVES IN LIVING AND LET LIVE

Roy Jones, manager of the Operators Amusement Company, Dallas, is a firm believer in the live and let live motto. Roy is one of the cleanest shooting boys in the business and during the past few years has made lots of friends. He is expected to go far in this business.

◆

OPERATORS AMUSEMENT CO. OPENS THREE ARCADES, REGISTERS THEM "PLAYLANDS"

Dallas has suddenly become arcade minded. The reason for this sudden growth can mostly be attributed to the coming Centennial celebration. The idea is not new, for such places have been in existence long before marble machines were invented. However, the general character of the playlands of today is comparatively different according to H. H. Wallace, advertising manager for Operators Amusement Co., who also supervises "Playland" activities for the company. The buildings housing the playlands are being modernized and redecorated and are being equipped with the finest and most wide variety of amusement machines to be had. Aside from marble machines, practically all kinds of coin operated machines are to be found under one roof including phonographs, diggers, new type of target practicing, vending machines and many others. Mr. Wallace says it remains to be seen whether such plan is profitable or not in view of the fact that the initial investment, taxes, higher priced equipment and overhead expenses for operating a playland on an elaborate scale runs into several figures.

WANTED

50 MILLS BLUE FRONT DOUBLE JACK POT SLOT MACHINES

●

50 MILLS EXTRAORDINARY BELLS SLOT MACHINES

●

Will trade new or used marble tables, phonographs or merchandise machines.

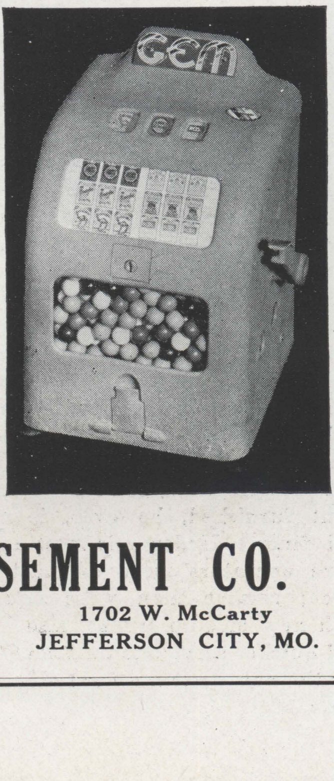
OPERATORS AMUSEMENT CO.

2509 Ross Avenue
DALLAS, TEXAS

Operators Amusement Co.

offers the* GEM *of all

CIGARETTE MACHINES



COIN DIVIDERS

SEPARATE CASH BOXES

LARGE DISPLAY OF GUM

BEAUTIFUL MODERN DESIGN

FOB $\$12^{\underline{95}}$ DALLAS

OPERATORS AMUSEMENT CO.

2509 Ross Avenue
DALLAS, TEXAS

1702 W. McCarty
JEFFERSON CITY, MO.

OPERATORS AMUSEMENT CO.

1702 W. McCarty, JEFFERSON CITY, MO.
2509 Ross Avenue, DALLAS, TEXAS

No Other Cigarette Vender Has So Many Advantages as

PENNY SMOKE

CHEAT PROOF
LAST COIN VISIBLE
GUARANTEED AGAINST DEFECTS
LIBERAL BUT NOT EXCESSIVE PAYOUT
BRILLIANT POLISHED OR HIGHLY COLORED CABINET
EVERY SYMBOL A POSSIBLE WINNER—NO LEMONS

ORDER TODAY ● Price $12.95
F.O.B. Chicago

IMMEDIATE DELIVERIES

BALL-GUM
PULL KNOB BELOW for GUM
LUCKY STRIKE
LUCKY STRIKE
Old Gold
DROP COIN HERE
1 PLAY 1¢
THREE OF A KIND WINS
1-PACKAGE-1 CIGARETTES

Places J. W. Davis in Complete Charge of City Operations

Following a plan to definitely segregate the business into individual departments, Roy E. Jones has placed B. W. (Bert) Davis in full charge of city operations. Mr. Davis says, "The day when operators can attain any degree of success on the old 'hit or miss' plan is over. We have installed a perpetual record system whereby we know daily exactly what every individual piece of equipment is doing. To insure better service and efficiency in operation, each man will operate fewer pieces of equipment, concentrated in smaller areas and fewer locations. The equipment furnished, however, is newer and finer. Under our new system more operators were added to the force; service men were equipped with new pick-up trucks, also better and quicker service to customers. Under the new system we are able to attain greater efficiency and increase the earnings on each individual piece of equipment to a satisfactory degree."

The biggest factor in connection with efficient operation of coin machines is the proper assortment of machines to the locations and the proper handling of machines that are ordinarily called out-of-date. These machines are matched up with proper team-mates and handled in the proper way, will produce as much or more than some of the new equipment. There are some machines, however, that do not team together and then it is necessary to buy or trade for machines that will match them. The Operators Amusement Company in the future will be in a position to furnish any and all types of machines, new and used, and will be able to trade and help operators in their surplus machines that will work together to produce the best results, and accordingly invite all operators to come by their office at 2509 Ross avenue, Dallas, Texas, and spend as much time as they like to plan their future operations.

◆

In order to get in on a "sure thing" you have to pay cash on the spot.

◆

Take advantage of the little opportunities and you won't need wait for the big ones.

FOR SALE

Route of Seeburg Selectophones. Most of them on location. Will trade for Mills Blue Fronts or Mills Extraordinary Fronts, or will sell at reasonable price.

OPERATORS AMUSEMENT CO.
2509 Ross Ave.—Dallas, Texas

Operators Amusement Co. Guests of B. W. Davis

A surprise party was given, in the luncheon room of the company, Tuesday evening, February 25. Dinner was served immediately after closing the offices for the day which consisted of a Dutch dinner with all the trimmings and topped off with beer.

The purpose of the meeting was to familiarize the entire organization with the recent changes and method of operation which the company has just completed. B. W. Davis, manager of operation, who acted as host for the evening discussed at length various procedures in his new program, emphasizing the importance of merchandising coin operated machines. When asked what he attributed his success as a successful operator his reply was "Gaining the confidence of your customers and having a knowledge and understanding of the business to the extent that the customer is never disappointed." Everyone present was called on for their views and opinions and voted unanimously to support the program one hundred per cent.

Roy E. Jones, owner and general manager, expressed his appreciation for the loyal efforts and splendid cooperation on the part of the employees and further assured all that they would make no mistake in working to his interest as well as theirs. He also referred to the time when he first began in the operating business. His entire inventory consisted of 50 peanut machines. These all being old style machines, causing plenty grief and worry. After four years continuous concentrated efforts the business has grown to what it is today, consisting of various well-organized departments and employing over forty people.

OPERATORS AMUSEMENT CO. ADDS TWO NEW TRUCKC FOR CITY DELIVERY SERVICE

As a part of an extensive expansion program started recently, Roy Jones has added two more new Chevrolet trucks to the company fleet to give operators and customers in the city a faster and more efficient delivery service. Customers no longer have to leave their office or work to obtain supplies or equipment. "Just phone and your order will be delivered anywhere in the city," says Max Wallace, recently appointed city sales manager. Operators Amusement Co. established this new service with the belief that operators often delay securing much needed equipment and supplis for lack of having the time to go after them.

◆

If candy and roses don't thaw her out, try sulking.

◆

Affected simplicity may be as objectionable as excessive dignity.

◆

Our deceptions are always tolerated by those who are deceiving us.

FOR PERFECT VENDING and INCREASED PROFITS—RELY ON PAN CONFECTIONS

- ● Smooth Burnt Peanuts
- ● Rainbow Peanuts
- ● Butterscotch Peanuts
- ● Aromatic Cachous Patties
- ● Black & White Licorice Nibs
- ● Rum & Butter Pellets
- ● Lemon Drops
- ● Lime Drops
- ● Fruit Dibs
- ● Radiant Mixture
- ● Mint Patties
- ● Boston Baked Beans

Extra Hard Shell Insures Perfect Vending—Eliminates Waste—Preserves Quality

EXTRA HARD SHELL IMPERIALS FOR DIGGERS

COMPLETE LINE IN STOCK

OPERATORS AMUSEMENT CO.

DISTRIBUTORS

2509 ROSS AVENUE
DALLAS, TEXAS

1702 W. McCARTY
JEFFERSON CITY, MISSOURI

TRADE YOUR USED : ON THESE NEW

BALLY DERBY - - - - Payout
BIG SHOT - - - One Ball Payout
PARLAY - - - Pacific's One Ball
JUMBO — TROJAN — AND ANY
LATE MODEL SLOTS

ACT NOW

PAMCO SPEEDWAY - One Ball Payout
PAMCO PALOOKA - 1 Ball, 6 Chutes
PEERLESS - - - One Ball Payout
DAILY LIMIT - - Jenning's One Ball
HARMONY BELLS - Automatic Pay
Capehart Phonograph - 4 in 1 Vendors

OPERATORS AMUSEMENT CO.

2509 Ross Ave., Dallas, Texas
1702 W. McCarty, Jefferson City, Mo.

SALE!

USED MARBLE MACHINES
SOME LIKE NEW - - - ALL ARE
GUARANTEED PERFECT CONDITION!

BALLY DERBY
GIANT
JUMBO
PROSPECTOR
BIG SHOTS
PAMCO PARLAY
PAMCO SPEEDWAY
HARVEST MOON
REPEATER
DO OR DON'T
SPORTSMAN—1c PUT 'N' TAKE
EXHIBIT'S FOOTBALL, Payout

OPERATORS AMUSEMENT COMPANY

SALE *ANY SIX MACHINES* LISTED BELOW SPECIFY 1c or 5c PLAY $50.

ONE OF A KIND 5-Cent Tables
MILLS EQUITY
MATCH PLAY
PUT 'N' TAKE
SPORTSMAN
FOOTBALL
JOCKEY CLUB
AUTO FLASH
RODEO
HELLS BELLS

5-Cent Tables
HOLD & DRAW
AUTO DART
HIT AND MISS
RED ARROW
RADIO STATION
WAHOO
MONARCH
ROCKET
WHIRLPOOL
CRAZYLAND

1-Cent Tables
JOCKEY CLUB
PUT 'N' TAKE
DO OR DON'T
RED ARROW
A. B. T.
CRAZY LANE
LITE A LINE
JIG SAW
TWO TIMER
MATCH PLAY

One-third Deposit, Balance C.O.D.

Operators Amusement Co.

2509 Ross Avenue
DALLAS, TEXAS

1702 W. McCarty
JEFFERSON CITY, MO.

OPERATORS AMUSEMENT CO. APPOINTED TEXAS DISTRIBUTOR BY STONER CORP.

Mr. Ted Stoner has recently completed a personal tour of the South for the sole purpose of selecting distributors to handle their beautiful Aristocrat line of marble tables. Among the prominent distributors selected in the South were Operators Amusement Co., Dallas, Texas. Mr. Stoner expressed much satisfaction and confidence in the ability of the newly appointed Dallas organization to do justice to his line.

The first machine to be produced and delivered immediately is "Turf Champ" a unique and different horse race game. It was shown at the big show and won the approval of thousands of the most outstanding and successful operators throughout the United States.

While in Dallas Mr. and Mrs. Stoner were guests of the Operators Amusement Company. An informal dinner party in honor of the guests was given at the home of Mr. and Mrs. Roy E. Jones. Many other guests were present for their share of an evening of Southern hospitality, including Mr. Herb Weidman, Mr. and Mrs. H. H. Wallace, Mr. and Mrs. B. W. Davis.

Final details were discussed by Mr. Stoner and Mr. Jones preparatory to the handling of the line. In a telephone conversation to the editor Mr. Stoner said, "I am highly pleased with the connection." Roy Jones says, "It's another secret ambition come true. We are proud to represent the Stoner Corporation. The Operators Amusement Company extends operators and jobbers a cordial invitation to see this beautiful line at their show rooms, 2509 Ross avenue, Dallas, Texas.

◆

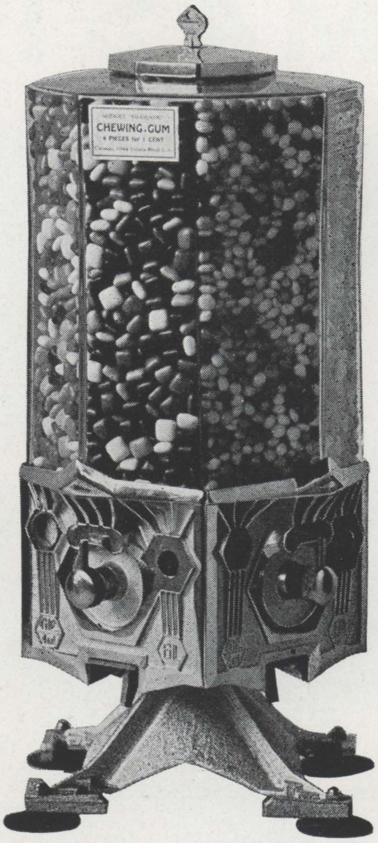
Tell the advertisers you saw their ad in AUTOMATIC WORLD.

Operators Amusement Company Says—

Thanks for the Reception and Splendid Orders Received on

The "4 in 1"

STURDY
AND
ACCURATE



FOUR
different kinds of merchandise actually vended
in ONE

THE ODDS
Are 4 to 1 You Will Get and Hold the Best Locations If You Buy
4 in 1 VENDORS

FOUR
Complete Interchangeable Mechanisms and Compartments
in ONE

OPERATORS
cash in
take 4 coins
instead of 1 with
4 in 1 VENDORS

The Most Beautiful Vendor In The World

Salesmen and Representatives WANTED

PROMPT DELIVERIES

WRITE FOR EXCLUSIVE TERRITORY OR OPERATORS FRANCHISE

COMPLETE LINE NUTS and CANDIES FOR ALL VENDORS IN STOCK

OPERATORS AMUSEMENT CO.

2509 ROSS AVENUE
DALLAS, TEXAS

1702 W. McCARTY
JEFFERSON CITY, MO.

In every detail It's truly a

MASTER!

MASTER IN PROFIT MAKING
MASTER IN DURABILITY
MASTER IN APPEARANCE

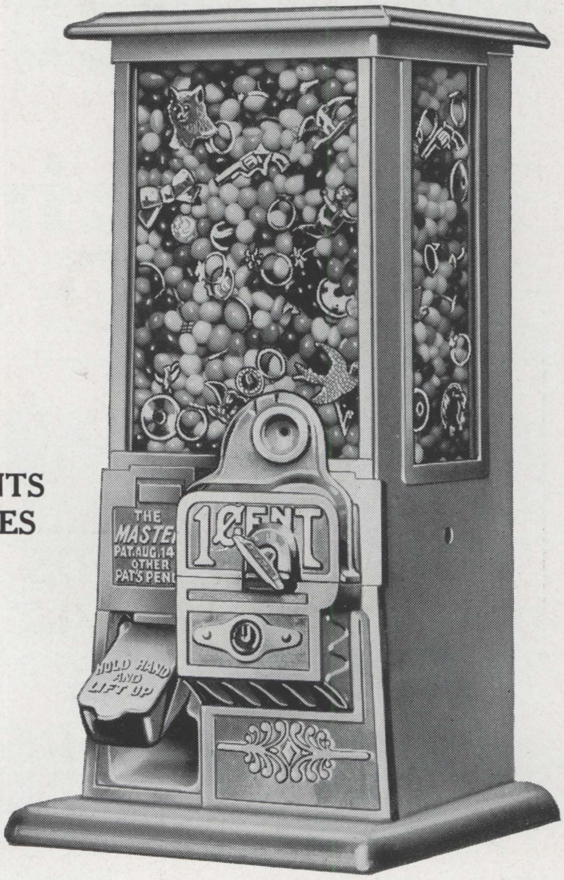
- ONE SCREW DISASSEMBLES
- SIMPLIFIED CONTROL ADJUSTMENTS
- VENDS 25 DIFFERENT COMMODITIES
- MINIMUM MAINTENANCE COSTS

FOR FURTHER DETAILS WRITE YOUR
TEXAS OR MISSOURI DISTRIBUTOR
SALESMAN WANTED

Operators Amusement Co.

2509 Ross Avenue
DALLAS, TEXAS

1702 McCarty St.
JEFFERSON CITY, MO.



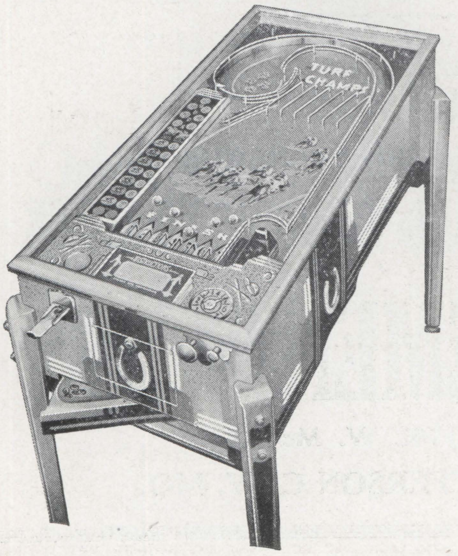
ENTIRE NATION TO GET BONUS

Jim Buckley, sales manager of Bally Manufacturing Company, rises to announce that "Bally brings the nation a Bonus which will not be restricted to ex-service men, but will be a boon to every man or woman who thrills to the challenge of a new and different pin game! A Bonus, moreover, that has a share-the-wealth feature, inasmuch as players actually win when they lose—win an opportunity to collect one of those 10, 20, 50 or 100 point Bonus awards."

Jim refers, of course, to Bally's new 1-shot payout or ticket game, Bally Bonus, featuring a novel "outhole bonus" idea. There are three holes, side by side at the bottom of the board. A ball shot in either the left or right hole automatically operates a bonus dial, registering various awards from 10 to 100. This dial does not re-set when coin is deposited, and on subsequent games a ball placed in the center Bonus pocket will pay whatever is indicated on the dial. The Bonus feature is said to be a strong repeat play stimulator, inasmuch as a player always has an "interest" in the Bonus he has built up.

On the other hand, when player finally leaves the game, his "left-over" bonus will act as a "come-on" to other players, according to the maker's claims.

Bally Bonus also features the new electric Bally-Hole, which returns ball for free play and pays progressive awards as the indicator spells out B-A-L-L-Y. An additional free play hole is featured on the board, in place of the usual center-field outhole, and the 100, 150, 200 awards made famous by Jumbo are again prominently displayed on Bally Bonus.



TURF CHAMPS

This "red hot" race game by STONER is being jobbed by Operators Amusement Company and they report an extensive interest in evidence.

"It is a real TEXAS game," says Roy Jones, manager. "I expect to see Turf Champs on every operator's route in Texas," he continued.

◆

If you can laugh at yourself, there's hope.

PAMCO PALOOKA

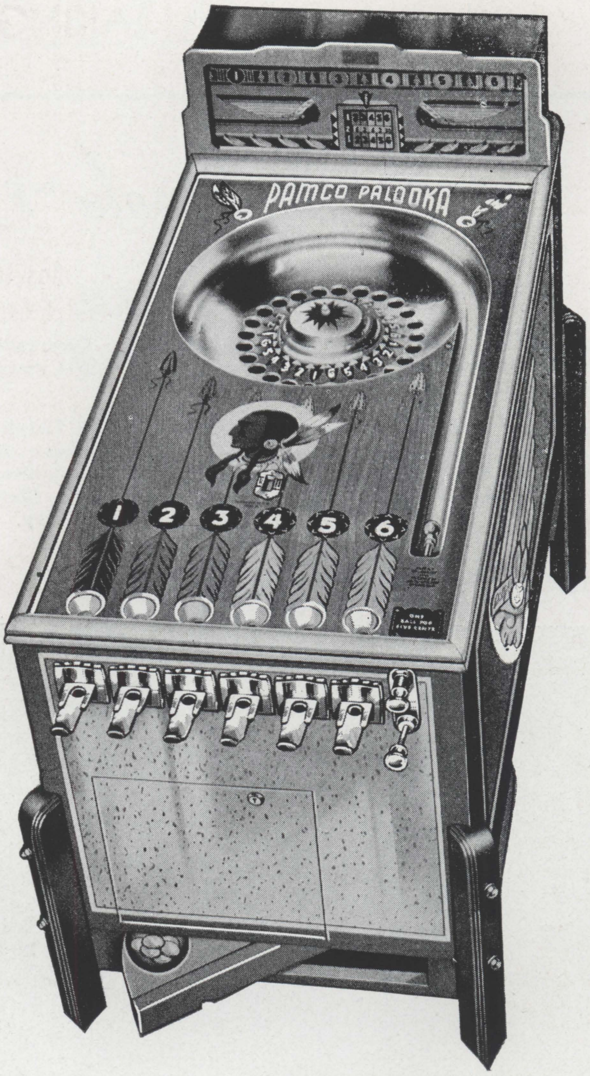
HEAVIER EARNINGS THAN SIX BELL MACHINES—MORE MONEY THAN A HALF DOZEN PAYOUT TABLES COMBINED

PAMCO PALOOKA

Is The Real

TEXAS GAME

●



We can make immediate deliveries. Don't delay—wire your order Today.

PRICE $169^{50}

F.O.B. CHICAGO

●

Don't Forget—PAMCO PARLAY Is Still Going Good

OPERATORS AMUSEMENT CO.

2509 ROSS AVENUE
DALLAS, TEXAS

◆

1702 WEST McCARTY
JEFFERSON CITY, MO.
]

CONVINCING PROOF THAT THE SEE

FRANCHISE

Symphonola "F"

SUPER DELUXE

A new luxurious cabinet of Matched, Quartered and Figured Pal-Dao Walnut Veneer. The entire cabinet is hand rubbed.

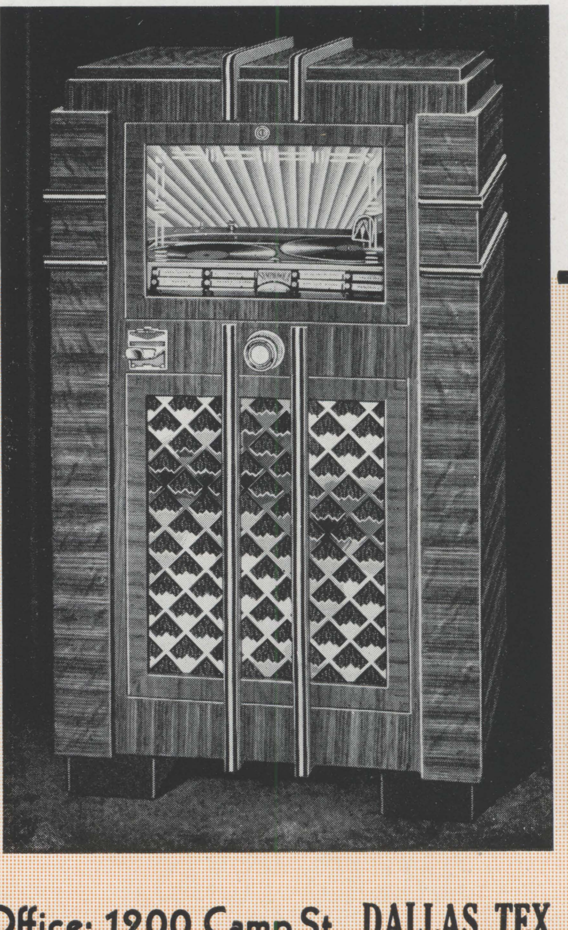
3 Super Dynamic Speakers—9 Tube High Fidelity Amplification—Designed to take Microphone Attachment with Extra Speaker for Public Address Systems — Orchestral — Vocal, etc. All Metal Chrome Finished Grille. 12 Record Selectivity.

Symphonola

MODEL "B"

A new "departure" in outstanding phonograph design. The cabinet is made of variations of Figured, Oriental, Matched Walnut, Butt Walnut Veneers and Inlaid Maple Striped Mouldings. The entire cabinet is hand rubbed.

5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. All Metal Chrome Finished Grille. 12 Record Selectivity.



Southern SEEBURG Representative ELECTRO BALL CO., Inc., Main Office: 1200 Camp St., DALLAS, TEX.

J. P. SEEBURG

1510 DAYTON STREET

BURG

IS MORE VALUABLE!

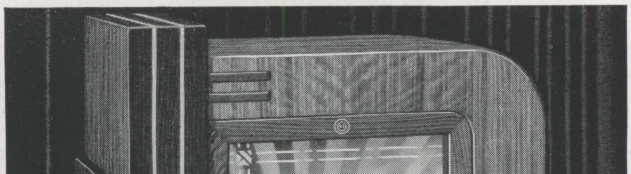
Symphonola "C" and "D"

MODERNISTIC

Distinctly Ultra Modernistic in design. The Satin Wood front . . . the Inlaid Maple Striped Ebony Bakelite Veneer side . . . and the Ebony base combine to produce an unusually beautiful effect. Both models have the All Metal Chrome Finished Grille. The cabinets are completely hand rubbed.

MODEL "C"
Standard Equipment . . . 5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. 12 Record Selectivity.

MODEL "D"
Deluxe . . . 7 Tube High Fidelity Amplification . . . 2 Super Dynamic Speakers. 12 Record Selectivity.

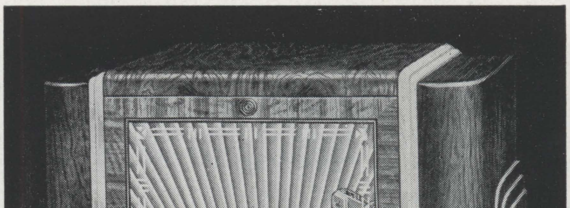


Symphonola

STANDARD "A"

Choice of 3 Beautiful Color Combinations. Figured and Oriental Matched Walnut and Butt Walnut Veneers with Natural Maple Striping and Gold Trim. Nile green with Gold Trim and Mandarin Red with Gold and Black trim. The cabinet is completely hand rubbed.

5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. All Metal Chrome Finished Grille. 12 Record Selectivity.



527 N.W. Ninth St. 125 S. Seventh St. 517 Canal Street 428 Main Avenue 1018 Jennings Ave. 804 Tenth Street
OKLAHOMA CITY WACO, TEXAS NEW ORLEANS SAN ANTONIO FORT WORTH WICHITA FALLS

CORPORATION

CHICAGO, ILLINOIS

Operators Service System Announced by S. L. Stanley

Memphis, Tenn.—The Operators' Service System which has been placing teaser advertising in AUTOMATIC WORLD for the last several weeks and blossoms forth with a formal announcement this month is not a new idea, according to S. L. Stanley, its originator, but is the consummation of an idea that has been "checked and double checked" over a period of years.

Mr. Stanley has had a varied and colorful experience in the coin-machine business. Being engaged in the advertising business in 1925, he accumulated a little money and, while looking around for an investment, became attracted to the coin-operated merchandise machine field.

"After writing to several different manufacturers whose names I had obtained from a directory of manufacturers," states Stanley, "I was called on by a very good salesman. He was so good that he showed me a picture and told me a pretty story of vast wealth I was about to accumulate and then took $2,000 away from me for 50 chocolate bar machines. In a few weeks the machines arrived and we operated them from November to June without making a dime. Unlike the modern slug rejecting merchandising machines on the market today, these chocolate bar machines would take anything through the coin slot that was round and not too thick. What the sluggers didn't get the rats and mice did. Finally in June my service man told me the candy was melting and running out of the machines. We decided the only thing to do was to furnish each customer a spoon or go out of the candy business and out we went."

Stanley was unable to resist the lure of the coin-machine business very long and within a few months was back in it with a quantity of the earlier amusement games available, including 125 pistol target machines. He operated all types of amusement machines, music machines and slot machines available during the next few years. In 1929 when the miniature pool tables originated in Texas and word reached Stanley of the profits being made in the operation of pool tables, he tried to purchase some, and the few factories had sold their production three months in advance. He then went into the business of manufacturing pool tables and selling pool-table supplies to other manufacturers throughout the South.

"We were so busy trying to make a larger pool table than our competitors," states Stanley, "that in the fall of 1931 when the first pin table was placed in operation in Memphis we paid little attention to it. I finally discovered that it was making a lot of money and that one experience has taught me to always consider very carefully any new idea or machine and not make any hasty decisions for or against the merits of that particular machine.

"We couldn't buy pin games anywhere so we started making pool tables over into pin games. Finally Ballyhoo, Bingo and Baffle Ball came along and we sold and operated thousands of them in different Southern states. Advertising in AUTOMATIC WORLD was the life blood of our jobbing business in those hectic days when thousands of operators were starting in the pin-game business. Frequently a small ad would bring orders for as high as 50 machines and we made shipments from Maine to California.

"Finally the settling down period came along and representation was needed in the field. In the fall of 1932 Jim Buckley, of the Bally Manufacturing Company, came down to Memphis and awarded me the first distributor's contract as the term is known today. He sent me scampering off to cover seven Southern states to call on the Bally list of jobbers. While calling on these different jobbers, most of whom were also operating heavily in their territory, I first saw the need of a co-operative merchandising and advertising organization such as the Operators' Service System is today.

"Most of these jobbers were confining their activities to a small area. To advertise successfully in trade magazines meant the expenditure of more money than their advertising budget permitted. I then visioned what a wonderful plan it would be if these jobbers could advertise co-operatively with one another. During the past few years I have been prevented by my own activities from giving sufficient time to organizing the system until just recently.

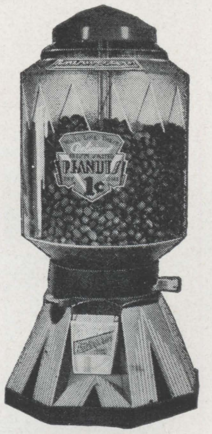
"However, this time spent in thinking and planning has resulted in additional co-operative benefits such as co-operative mail advertising on both new and used equipment, co-operative legal guarantees, co-operative exchange of operating and selling ideas and dozens of other benefits that will always come through co-operation of many minds."

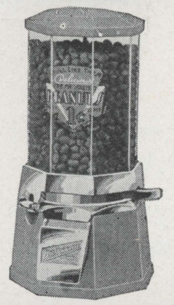
"The operator today does not want to purchase his machines from a great distance. He wants quick delivery and a nearby jobber who is ready to help him with latest information on new machines and operating problems. As distributors, we are interested in selling as many machines as we can, and if we serve our jobbers better, then these jobbers will be able to serve their operators better. Our program is one of service all the way through."

J.P.BEMROD.1917
WE BUY-SELL
TRUNKS and B
USED GOODS BOUGHT SOLD & EXC

Standing at the extreme left is W. H. (Pop) Newell, old-time operator of Wichita Falls and Lubbock, Texas, with his crew of music service men. Third from the right is George Bennett, manager of Pop's Lubbock branch. W. H. is operating exclusively Wurlitzer Simplex phonographs and the photograph shows that he is well equipped with four automobiles to handle his volume of business. The firm is known as Wichita Novelty Co.

Beauty That Gets Locations and Creates Sales





The striking rich beauty of the modern design of the Northwestern Model "33" Peanut Vender aids operators in getting the most desirable locations. Merchandise is displayed so cleanly and appealingly sales are created. These are some of the reasons that an operator's profit per machine runs so high.

Even though the price of Northwestern Model "33" is low, the machine is exceptionally high in quality. Mechanism is of the famous Northwestern standard. Equipped with slug ejector and self-clearing coin chute.

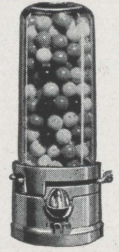
MODEL "33" JR.

So well known among operators a description is hardly necessary. A miniature vender for locations where space does not permit installation of regular size unit. Same mechanism as Model "33."

You are invited to visit our offices where Northwestern Merchandisers are on display, or to write us for literature and prices.

Prime Peanuts and Cashews

Make the "chewing" test of our peanuts and cashews. Have us send you samples. When you taste the samples you'll be ready to agree with our statement that these nuts, roasted in our own plant, have the rich quality you've been seeking. **Ask us to send samples and prices.**



Penny King Ball Gum Vender

The attractiveness of the design and finish . . . the eye-catching display of the gum . . . the very fine mechanism . . . ease of servicing—some of the reasons Penny King Ball Gum Venders are the choice of experienced operators. Prompt shipment from Dallas. **Visit us, or write for information.**

Ball Gum—Dallas Shipment

Take our word for it—this ball gum is fine quality.

⅝ size, assorted mint and fruit flavors, **$15 per case,** 100 boxes of 100 balls each; **17c per box,** less than case lots.

¾ size, same quality and flavors as ⅝ size, **$33 per case; 35c per box,** less than case lots.

Ball gum of lower quality for use in penny cigarette and amusement machines, **$6.50 per case of 50 boxes.**

Ball Candy, ⅝ size, **11c** per box of 100 pieces.

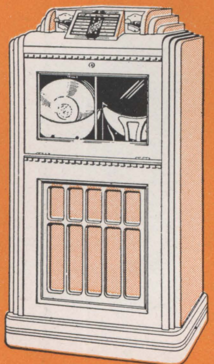
Your orders for ball gum will be shipped promptly from Dallas.

FOLSOM & BROWN

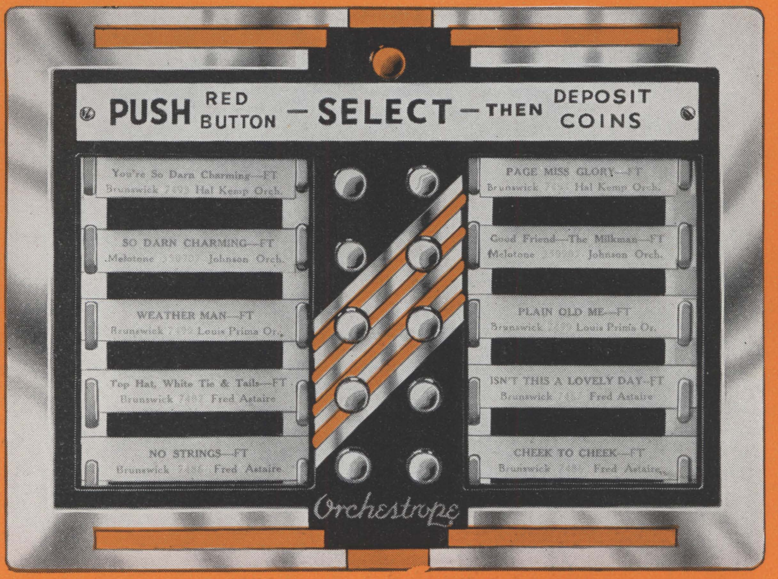
"HEADQUARTERS for BETTER VENDERS and BETTER MERCHANDISE"

2702-04 ROSS AVE., TELEPHONE, 2-3044, DALLAS, TEXAS

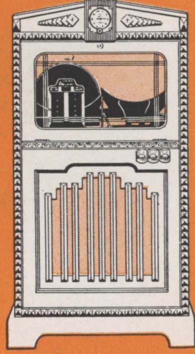
For the "TOP" Locations



Model M-1-W



PUSH RED BUTTON — SELECT — THEN DEPOSIT COINS
You're So Darn Charming—FT
Brunswick Hal Kemp Orch.
SO DARN CHARMING—FT
Melotone Johnson Orch.
WEATHER MAN—FT
Brunswick Louis Prima Or.
Top Hat, White Tie & Tails—FT
Brunswick Fred Astaire
NO STRINGS—FT
Brunswick Fred Astaire
PAGE MISS GLORY—FT
Brunswick Hal Kemp Orch.
Good Friend—The Milkman—FT
Melotone Johnson Orch.
PLAIN OLD ME—FT
Brunswick Louis Prima Or.
ISN'T THIS A LOVELY DAY—FT
Brunswick Fred Astaire
CHEEK TO CHEEK—FT
Brunswick Fred Astaire
Orchestrope



Model B-1-W

In your territory there are "hot spots" which you want to get and you have "hot spots" which you want to hold against any competition. With the Model M-2-W Super Deluxe Orchestrope, illustrated on the opposite page, you are assured not only of getting the choice locations, but of security in holding them. This is true because of the following outstanding features:

① Massive cabinet, modernistic, impressive, luxurious.

② Famous Capehart Record-Changer. The acme of perfection.

③ Thousand dollar tone — has no equal.

④ Multi-Selector at the top — easy to read — easy to operate.

⑤ Combined Program Holder and Multi-Selector — easy to select.

⑥ No stooping to read programs. No stooping to select.

⑦ Coin slides at top. No stooping to deposit coins.

⑧ Program Holder and Multi-Selector illuminated.

⑨ No numbers—simply push button opposite program slip.

⑩ Multi-Selector, Program-Holder, Coin Slides, all in one location at the top.

⑪ Satisfaction assured because it is made by world's largest exclusive manufacturer of automatic phonographs.

⑫ "Eye Level" Multi-Selector modernistic in design and indirectly illuminated.

⑬ Demanded by the best locations because of its rich design and impressive appearance.

⑭ Embodies greatest improvements since electrical amplification.

DISTRIBUTOR
Operators Amuse. Co.
2509 Ross Ave., Dallas, Tex.

Complete details of attractive proposition to operators on request.
Write, wire or phone.

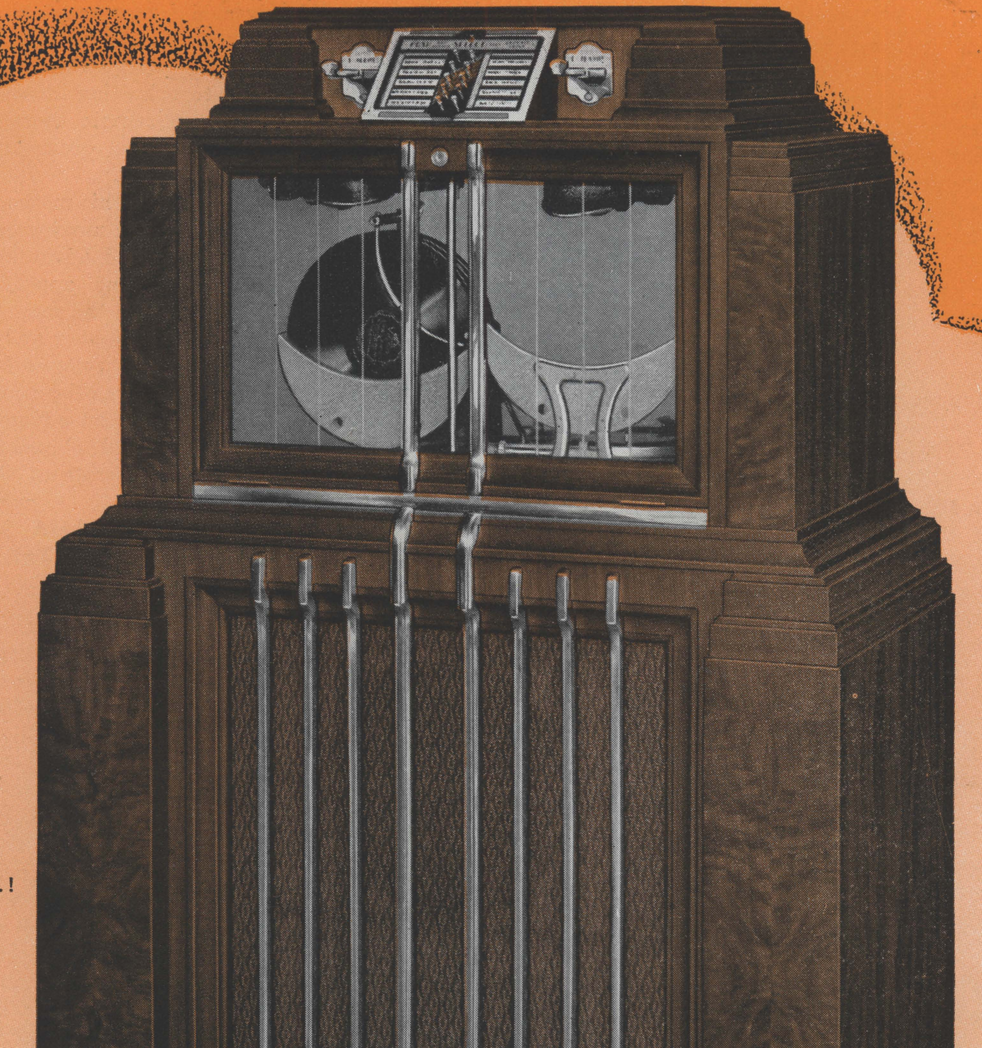
DISTRIBUTOR
South Coast Amuse. C
M. & M. Bldg., Houston Tex

THE CAPEHART Orchestrope

THE

Modern

PHONOGRAPH



ORCHESTROPE
MODEL **M 2 W**
E FINEST OF THEM ALL!

JACK E. YEAGER, District Manager
Office and Display, Sanger Hotel
DALLAS, TEXAS

THE CAPEHART CORPORATION, FORT WAYNE, IND., U. S. A.
Cable Address: "Capecorp"
World's Largest Exclusive Manufacturer of Automatic Phonographs

Carl King Visits J. P Seeburg Plant

Carl King, of Ellwood, Ind., was a welcomed visitor at the J. P. Seeburg Corporation plant last week.

Mr. King, a veteran music operator, was most enthusiastic about the ever increasing popularity of coin operated automatic phonographs, and was very definite in his prediction that "music operating" has only scratched the surface.

Carl, as he is called by his wide circle of friends, is a dyed-in-the-wool Seeburg operator. If you want the "real inside" on operating automatic phonographs, try to get him to relate his innumerable experiences in the many years he has been in the business.

When Mr. Earl Holland, sales manager of the phonograph division of the J. P. Seeburg Corporation, showed Mr. King the new 1936 Seeburg line, the first words from the genial Hoosier were "How fast can you ship 'em to Ellwood, Ind.?" Carl also added, "There isn't anybody that has to sell me on Seeburg phonographs. I have been operating them for many years and can honestly say, the way those mechanisms stand up is really remarkable. Sure, I've operated other makes of automatic phonographs and it is only on the basis of this comparison that I am so completely sold on the Seeburg line. The instances where a Seeburg machine went out of order were so few, I hesitate to even mention it. When they did go out of order, because of the simplicity and fewer moving parts of the Seeburg machines, inside of a short period of time, I always had the machine working again and I'm not the world's greatest mechanic by any means.

"I tell you, those new models are honeys! I am particularly enthused over the idea of Seeburg offering four different models that make up their 1936 line. The Symphonola "F" Super Deluxe, the Symphonola Model "B," the Symphonola Models "C" and "D" Modernistic and the Symphonola Standard "A" are the most beautiful looking automatic phonographs I ever have seen! The nicest part of the whole thing is that each of these models will be properly placed in a district classification of location.

"You can take it from me, this "Seeburg Leadership" thing I've been seeing isn't only advertising talk. Brother, the Seeburg people have earned the title just on what Earl showed me today.

"Red Sails"—New PAMCO Payout in Nation-Wide Release

As this issue of AUTOMATIC WORLD goes into operator and jobber hands, Pacific Amusement Mfg. Co.'s big release date, Saturday, the 14th of March, at 10 a.m. sharp, takes on an air of importance to coin machine men throughout the entire land. For, at that time, seals break on sample "Red Sails" payout tables in distributor and jobber showrooms in every section of the country.

Information from good authority has it that "Pamco" engineers have been secretly working out the playing principles and mechanical details of "Red Sails" for several months past, and that its playfield and liteup board offer something entirely new and drastically different in the way of ball animation and scoring principles.

Fred McClellan, president of Pacific Amusement, together with "Bon" MacDougall and "Irv." McCarthy, agreed that "Red Sails" presented such outstanding features, especially in its appeal from the player's viewpoint on test locations, that operators and coin machine dealers deserved an equal start, whether located close to the source of production or in remote parts of the country. Consequently, the big release date on March 14th. Meanwhile, sample "Read Sails" payout tables have been standing on dealers' display floors with playfields and backboards completely covered by posters telling of the time and how to "get in on" the first showing.

Not even jobbers or distributors have been aware of the character of "Red Sails" until the eventful day, with interest roused to its highest pitch. And, in order that "Red Sails" will show no preference to anyone, Pacific is not filling reorders on the new pay-table until after its release date passes. It is understood that large shipments have been placed in leading distributors' warehouses, to remain there until jobber and operator orders are accepted for delivery.

This method of secret development and making national distribution has good advantages, in that a new machine appears everywhere at one and the same time. It puts the close-in jobber and operator on a par with the fellows located along the frontiers of the country, with neither having an advantage to be on the "in" until shipments have reached the outposts of the coin machine world.

◆

OMAHA SALESBOARD FIRM ENTERS SOUTHWEST

Thomas A. Walsh Manufacturing Company, Omaha, Neb., manufacturers of quality salesboards exclusively for operators, are exerting some extensive efforts towards sales and contacting live-wire operators of the South and Southwest territory.

L. R. (Jack) Hunt sales representative for the firm, is in Texas looking after sales and co-operating with operators in every way.

Mr. Walsh was an operator before entering the manufacturing business. He knows what the operator wants in the way of salesboards and he always works to that end. His firm's goods are of the highest quality.

◆

THIS IS A HOT ONE!

A distributing company of Detroit, Mich., the Safeway Vending Machine Company (a new firm, mind you), are going to distribute cigarette vending machines and sell them to the locations. Now that's grand news for operators, especially cigarette machine operators.

How lovely it is to know that a new firm has entered the field and will sell their machines to the location. Well, maybe it's better to be wide-open about it than to beat around the bush and do it anyway, eh? But to say the least, the idea that this new firm is resorting to is certainly out of harmony with the operating industry. It is the one thing that will kill our business and kill it quick.

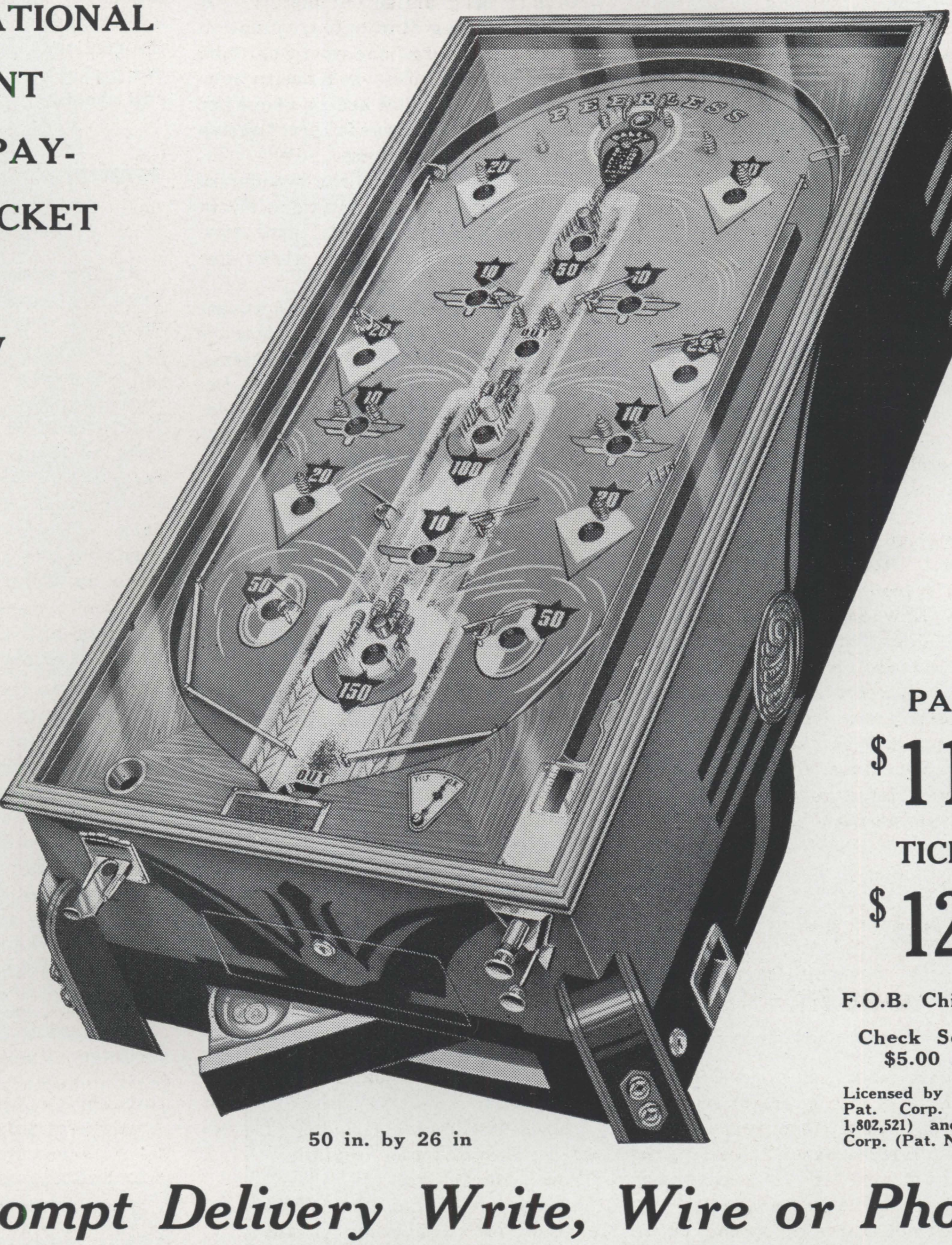
BALLY'S PEERLESS

THE SENSATIONAL SUPER GIANT ONE-SHOT PAYOUT OR TICKET GAME . . . MANY NEW FEATURES ON THIS WINNER

●

Imagine a game with SIXTEEN $1.50 holes! A game on which every hole pays $1.50! That's what PEERLESS does when the green lights stay lit!

●



50 in. by 26 in

PAYOUT

$115.00

TICKET

$125.00

F.O.B. Chicago, Ill.

Check Separator
$5.00 Extra

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966).

For Prompt Delivery Write, Wire or Phone

Don't forget that the Old Derby is still going strong and winning every race by four lengths

EARL E. REYNOLDS

JEFFERSON HOTEL DALLAS, TEXAS

Georgia Firm Successful with Music

No person is better known or more highly respected in the music world of the South than Sam Cohen of the Atlanta Coin Machine Exchange, in Atlanta, Ga.

Sam and his organization are backed by twenty years of music experience. "I've tried all makes of music machines from all leading manufacturers," Mr. Cohen stated in a recent interview. "And," he continued, "I have found the Rock-Ola Multi-Selector to be 'tops'! Why? Because, first of all, the Rock-Ola Multi-Selector is simple to operate. It has less parts than any other phonograph on the market. Besides, there is the compelling and inviting beauty of the cabinet—the true, clear tone—and last, but not least, the advanced multi-selective feature."

"And it's results that tell," said Sam Cohen in his usual forceful manner. "Other makes of phonographs I have operated in the past netted just a few dollars a week. The Rock-Ola Multi-Selector nets double and three times over anything else!"

Mr. Cohen stated further that the demand for the Rock-Ola Multi-Selector is so great that he has just placed an order for 300 more instruments for immediate delivery.

The photograph shows a view of Atlanta Coin Machine's headquarters at 136 Piedmont avenue, in Atlanta, Georgia.

Besides doing business direct from the offices, members of the firm are continually covering every part of Florida and Georgia.

Their method of demonstration has proved particularly effective. A phonograph is put in actual operation before the eyes of the operator. Sam Cohen doesn't believe in merely showing photographs and telling about the machine. He believes in direct action and actual performance.

And, judging from the wonderful results he is showing with the Rock-Ola Multi-Selector in his territories, Sam's methods certainly stand the tests of actual practice!

L. D. "Buck" Smith, well-known and popular music man is acting as ambassador-at-large for the Atlanta Coin Machine Exchange and the Rock-Ola Multi-Selector, in Florida. Buck is another vigorous man of action and he is scoring some real hits with the Rock-Ola instrument in the beautiful winter resort state.

ATLANTA COIN MACHINE EXCHANGE
S.G. COHEN
JOBBERS
DISTRIBUTORS
WA. 7386
ROCKOLA Automatic Phonograph MULTI-SELECTOR
ROCKOLA Automatic Phonograph MULTI-SELECTOR

◆

"BILLIARD" PIN BALL LATEST CRAZE

A new nation-wide amusement craze—"Billiard" pin ball—is gaining converts every day, according to George Jenkins, assistant sales manager of Bally Manufacturing Company. "It all started," says George, "with our big Rambler 10-ball payout or ticket game. This board uses 1⅜ inch balls made of catalin, a light, durable and highly resilient composition similar to that used for billiard balls. Ever since the introduction of Rambler operators have been reporting the appearance of new "crops" of players, people who never played pin games before, but who are attracted by the "billiard" action of the Rambler balls. In some instances, locations which had closed their doors to games, due to lack of lay, are now calling up operators and asking for "that billiard pin game" they're all talking about! There's apparently something about those big nimble balls that people go for. I guess it's the fact that every snap of the plunger makes you feel like a fancy-shot cup champ!

◆

BIRMINGHAM VENDING OFFER COUNTER MACHINES

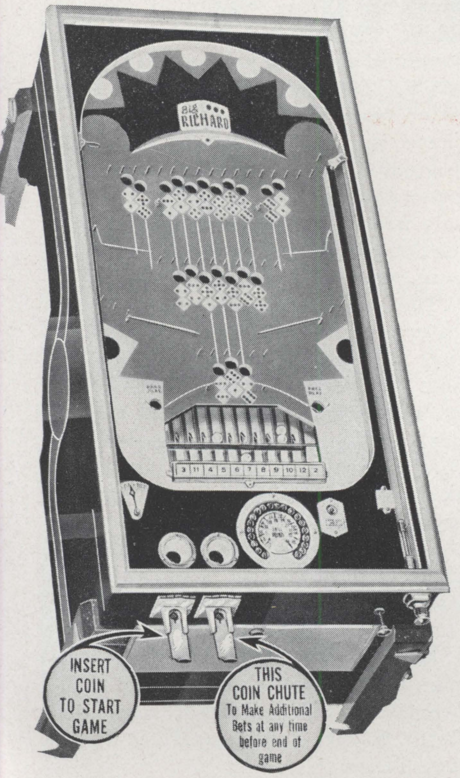
At the present time Birmingham Vending Company recommends Daval's new Tit-Tat-Toe and Groetchen's Punchette. When operators recall the outstanding success of Penny Pack they can appreciate what Tit-Tat-Toe will do. Max Hurvich, president of Birmingham Vending Company, says, "We predict Tit-Tat-Toe will out-sell and out-play Penny Pack. Many operators cannot believe this, but when they see this machine, we feel positive they will agree with us." Having appearance, player appeal and a guarantee backed by Daval is sufficient recommendation.

Punchette incorporates an old idea in a new form. It is needless to tell operators what punchboards will do and are doing. This mechanical punchboard prevents player from cheating location and keeps a check on location owners who might be tempted to add payouts on operators. Groetchen has concentrated on counter machines and the numbers they have produced have justified operators in buying anything made by Groetchen.

Mr. Hurvich reports having bought sufficient quantities of these two popular numbers to take care of the anticipated rush from operators all over the South.

THE PENNY KING
BALL GUM VENDOR
A REAL
MONEY MAKER
Distributors for
Texas, Oklahoma, New Mexico, Louisiana and
Arkansas
FOLSOM & BROWN
2702-04 Ross Avenue
DALLAS, TEXAS
The Penny King System
C. RAY LASTER, Manager
12394 Roselawn Ave., Detroit, Mich.

THE... TALK OF THE WHOLE SOUTHWEST


BIG RICHARD
INSERT COIN TO START GAME
THIS COIN CHUTE To Make Additional Bets at any time before end of game

EXHIBIT'S GREAT GAME

"BIG RICHARD"

20 COINS PER GAME!

. . . . PRONOUNCED the Greatest Pin Table of the Age . . . because . . . no human being . . . has ever been known to accomplish . . . what "BIG RICHARD" now makes possible . . . to shoot a real, fast thrilling game of craps all by oneself.

—and for the first time in the Coin Machine History—you see a payout table where every payout hole is wide open—devoid of surrounding obstacles. This is instantly noticeable to all players —who see at a glance—that at last here is a game that is not stacked up against them.

This is one of many reasons WHY "BIG RICHARD" will get the top money on any location. There is nothing in the pin table field that can compete with "BIG RICHARD."

It's a better and greater attraction than any 1 SHOT payout table—"Changing Odds" table—or slot machine on locations today. These are strong words—BUT—we know—what we say about "BIG RICHARD" will be your opinion too!

To all operators—we say—ACT QUICK—ORDER NOW.

and that great Scientific wonder!

"ELECTRIC EYE"

PISTOL TARGET PRACTICE with CHANGING ODDS

It's become the rage—wherever installed causing other locations to demand this great modern Scientific Sensation.

There's a big reason for the fast sweeping demand for this marvelous creation by Exhibit.

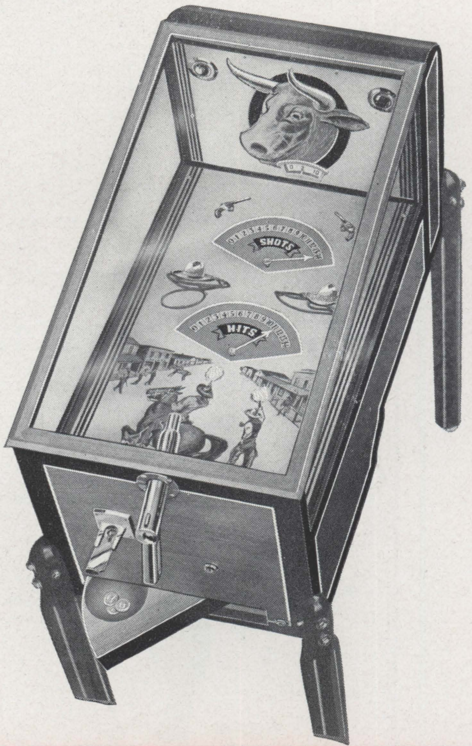
It must not be confused with any other type of pistol or target machine on the market. It is exclusively and vastly DIFFERENT in performance and action.

Right now is the time to cover your best locations with "ELECTRIC EYE."

With the CHANGING ODDS feature—it has all the appeal of a slot machine—plus the thrills of shooting at the mysterious "Electric Eye"—with a SILENT BEAM OF LIGHT.

You can install it on every good spot you have—with a certainty —it's popularity—will never fade for a long, long time to come because it's the greatest Q.T. ever developed.

Come in to see it—at Dallas—or any one of our branch offices—listed below.



ELECTRO BALL COMPANY, Inc.

Main Office: 1200 Camp Street, DALLAS, TEXAS

17 Canal Street ew Orleans, La.	428 Main Avenue San Antonio, Texas	1018 Jennings Ave Fort Worth, Texas	527 N. W. Ninth Street Oklahoma City, Okla.	125 S. Seventh St. Waco, Texas	804 Tenth Street Wichita Falls, Texas

South Coast Amusement Co. Pushing "Pamco Palooka"

Harold W. Daily at the helm of South Coast Amusement Co., Houston distributors of Pacific Amusement Mfg. Co., products, reports more than unusual interest in "Pamco's" two new releases, "Palooka" and "Red Sails." Both of these machines are payout tables. "Pamco Palooka," incorporating the well-known and popular principle of automatic changing odds in conjunction with bowl-type scoring, is said to be creating quite a furore of excitement among all classes of coin machine men in its early showing. Daily states that "Palooka" has aroused much interest in those sections where bell machines have had their way for some time. He attributes "Palooka's" popularity to its potential earning ability on account of having six coin chutes instead of one. Being a one-shot affair, "Palooka" naturally drops plenty of cash into the operator's stronghold whenever the one-shot ball goes for a trip around the bowl. Operators who have Lite-A-Line agree that bowl-type scoring is one of the finest methods ever offered, but "Palooka" goes the previous machine more than one better, in that it contains automatic changing odds which change the values of six sets of payout holes each time the machine is played. And, being one of the classiest jobs ever built, with brilliantly illuminated and decorated lite-up board, there's no telling to what extent the new machine will reach. If, according to authentic reports from Pacific Amusement Mfg. Co., the machine will equal the earnings of a half-dozen bell machines or one-shot payout tables combined in a given time, Daily is in position to follow up his recent rousing success on "Pamco Parlay" and "Speedway," with another winner that might even exceed the former.

HAROLD W. DAILY

BALLY GIVES AWAY INVISIBLE HOLES

Ray Becker, assistant sales manager of Bally Manufacturing Company, has a new version of the old riddle, "Where does the hole in the doughnut go when you eat the doughnut?" Jobbers recently received a letter from Ray which stated that a "Free souvenir Ballyhole from the original Ballyhoo" was enclosed. The letter then went on to say that the hole was really there, although invisible, due to the fact that the wood had been removed from around it.

The real purpose of Ray's novel letter was to tell about the electrified Ballyhole featured on Bally's new Peerless 1-shot payout or ticket game, which is said to combine the appeal of the old-time Ballyhole, plus the fascination of 4 free plays, 4 progressive payouts, and a gold award, totaling $7.00 when ball is shot into the Ballyhole five times during one game.

◆

MARRIED

Mr. and Mrs. Max M. Eisen of Chicago announce the marriage of their beautiful and talented daughter, Betty, to Mr. Sam Kracoff of Houston, Texas.

Mr. Eisen is one of Chicago's leading operators, and is prominent in the local affairs of the operators association.

What do you say, Max, we initiate the new son-in-law into the coin machine fraternity?

Best wishes, Sam and Betty, for health, happiness and prosperity.

This Gal Appears on All Stoner Games

CUSTOM BUILT by STONER

"The Aristocrat Line"

She Is a Symbol of Perfect Construction

Operators and Jobbers

Are "Goin' To Town"

with

STONER GAMES

ASK US ABOUT THE LATEST STONER MONEY MAKERS

D. ROBBINS & CO.

EASTERN DISTRIBUTORS

1141 W. DeKalb Ave. BROOKLYN, N. Y.

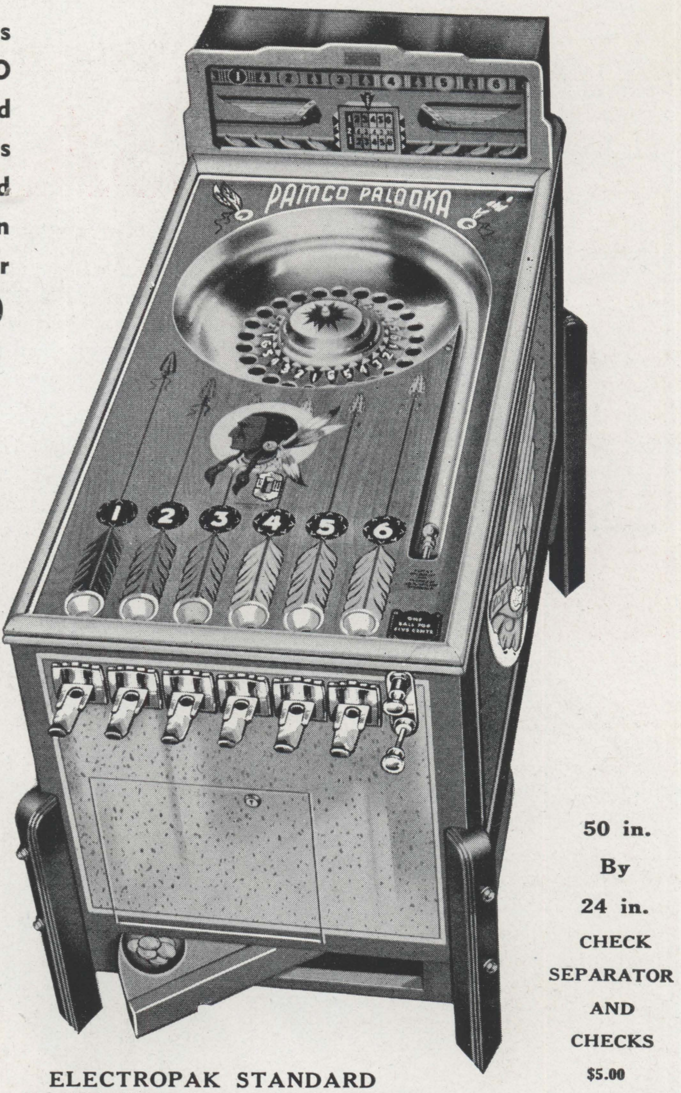
Operate...

"Pamco Palooka"—

FASTEST MONEY MAKING PAYOUT EVER BUILT!

6 COIN CHUTES — AUTOMATIC CHANGING ODDS — BOWL-TYPE SCORING — TAKES IN SIX TIMES THE EARNINGS OF SIX BELL MACHINES—OR A HALF-DOZEN REGULAR PAY TABLES COMBINED!

Add it up any way you like! With crowds of players JOINING to play "PAMCO PALOOKA"—with 6 Coin Chutes engaged —and One-Shot taking but a few seconds to play—SIX TIMES THE MONEY you'd get from 6 Bell Machines or a Half-Dozen Payout Tables is POSITIVE! It's a Super DeLuxe Job Priced LOW at.. **$169.50**



"Pamco Parlay"

Maintaining HEAVY CASH INCOMES EVERY DAY for Operators everywhere! "PAMCO. PARLAY gets BETTER as time goes on —A Splendid Investment at.. **$115**

"RED SAILS"

Big Secret Payout Development—Disclosed to Operators in Dealers' Display Rooms all over the Nation at ONE and the SAME TIME—MARCH 14TH at 10 A. M. Sharp! A "Big Break" given to Operators when Seals on "RED SAILS" disclose its identity!

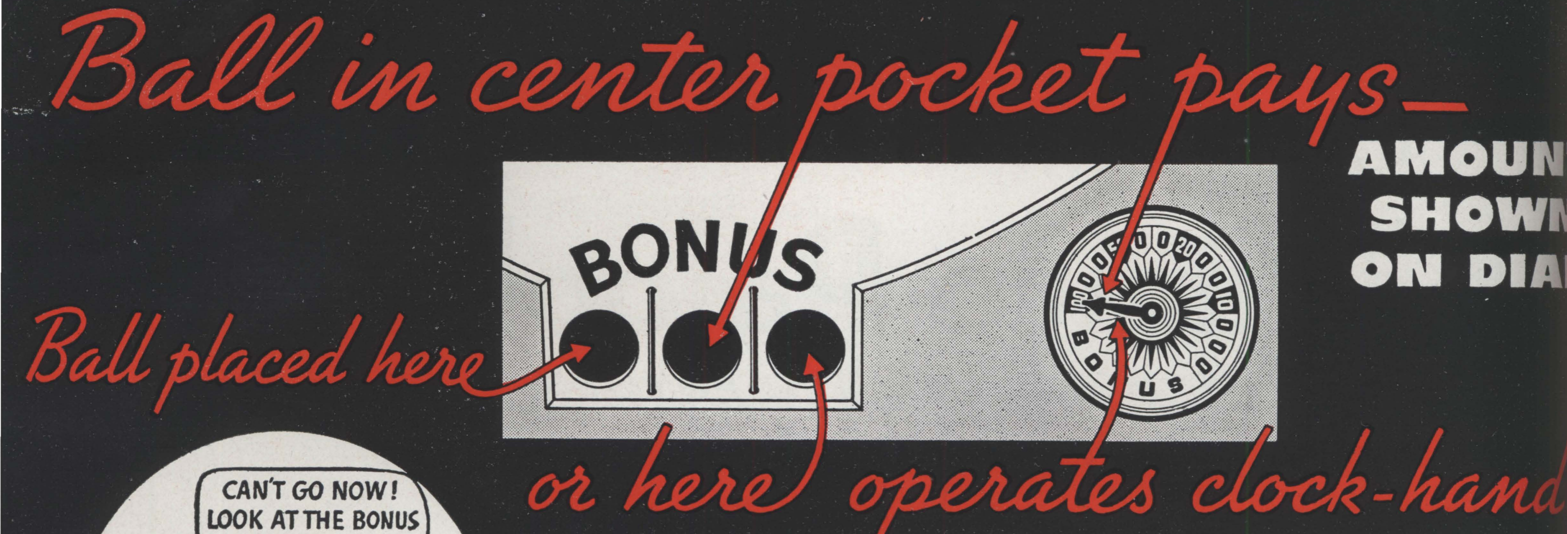
Our Service Is PROMPT!

ELECTROPAK STANDARD
EQUIPMENT—NO EXTRA COST

50 in.
By
24 in.
CHECK
SEPARATOR
AND
CHECKS
$5.00
EXTRA

DELIVERIES MADE SAME DAY ORDERS ARE RECEIVED! WRITE! WIRE!

SOUTH COAST AMUSEMENT COMPANY
M. & M. Building
HOUSTON, TEXAS


Ball in center pocket pays—
AMOUN
SHOWN
ON DIA
BONUS
Ball placed here
or here
operates clock-hand

CAN'T GO NOW! LOOK AT THE BONUS I'VE BUILT UP!
LOOK AT THE BONUS WAITING FOR US!

NO WONDER THEY GO WILD OVER

BALLY BONUS

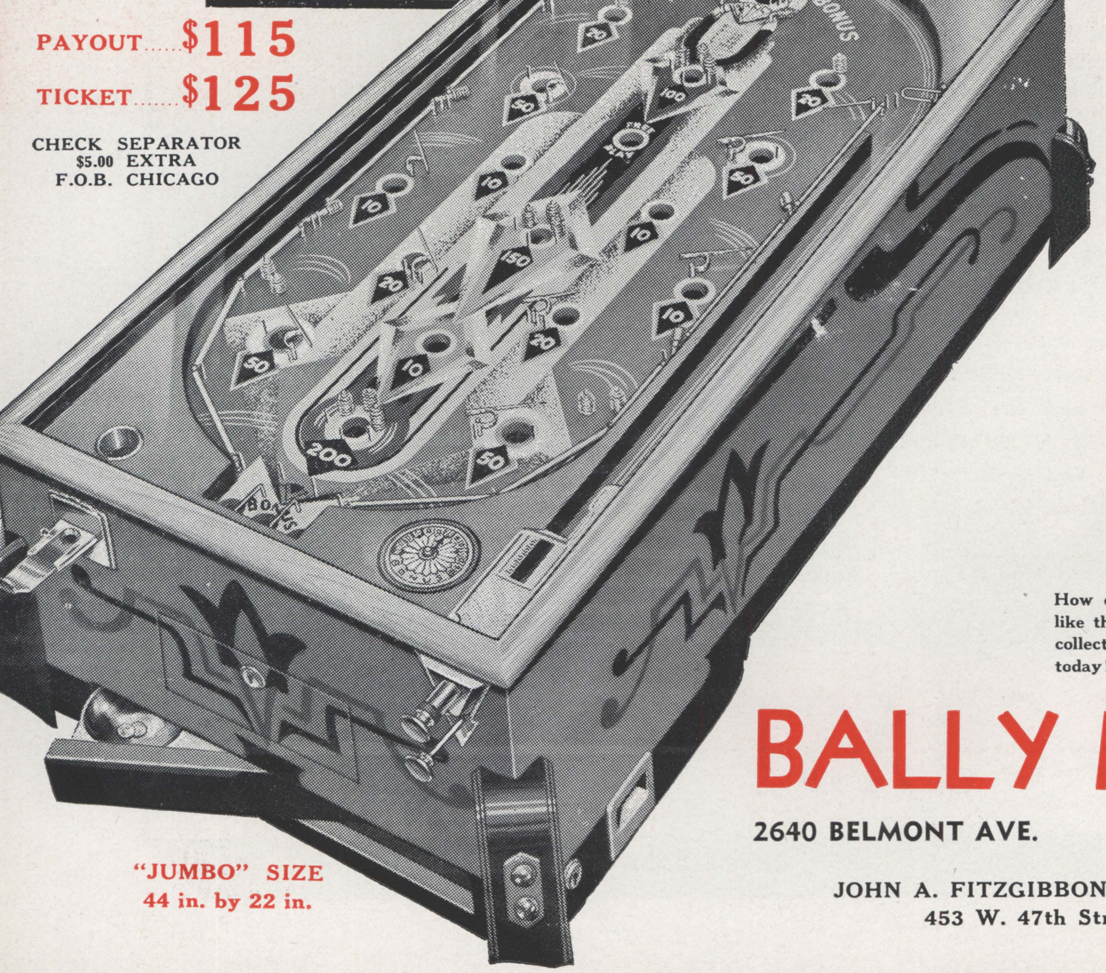
1-SHOT PAYOUT or TICKET GAME

You WIN even when you LOSE! Because your "out-balls" give you a crack at that juicy 10, 20, 50 or 100 BONUS PAYOUT! The clock-hand moves ahead every time the ball goes in right or left BONUS out-hole—and a ball shot into Center BONUS hole pays award shown on dial.

Clock-hand does not re-set till a payout is made—but remains a constant "come-in" for players who "go for" the other fellow's "left-over" bonus! Also powerful REPEAT PLAY magnet—as nobody likes to quit with a nice fat BONUS ready to pop!

PAYOUT...... **$115**
TICKET........ **$125**

CHECK SEPARATOR
$5.00 EXTRA
F.O.B. CHICAGO


BALLY
BONUS

"JUMBO" SIZE
44 in. by 22 in.

ELECTRIC BALLY-HOLE

4 Free Plays and 4 Separate Payouts Possible on 1 Ball

DOUBLE PAYOUT

GOLD AWARD—$7.00 TOP

$1.00, $1.50 AND $2.00
WINNERS ON BOARD

How can you miss with a flock of features like that? Get your share of the big bonus collections by installing BALLY BONUS today! ORDER FROM YOUR JOBBER!

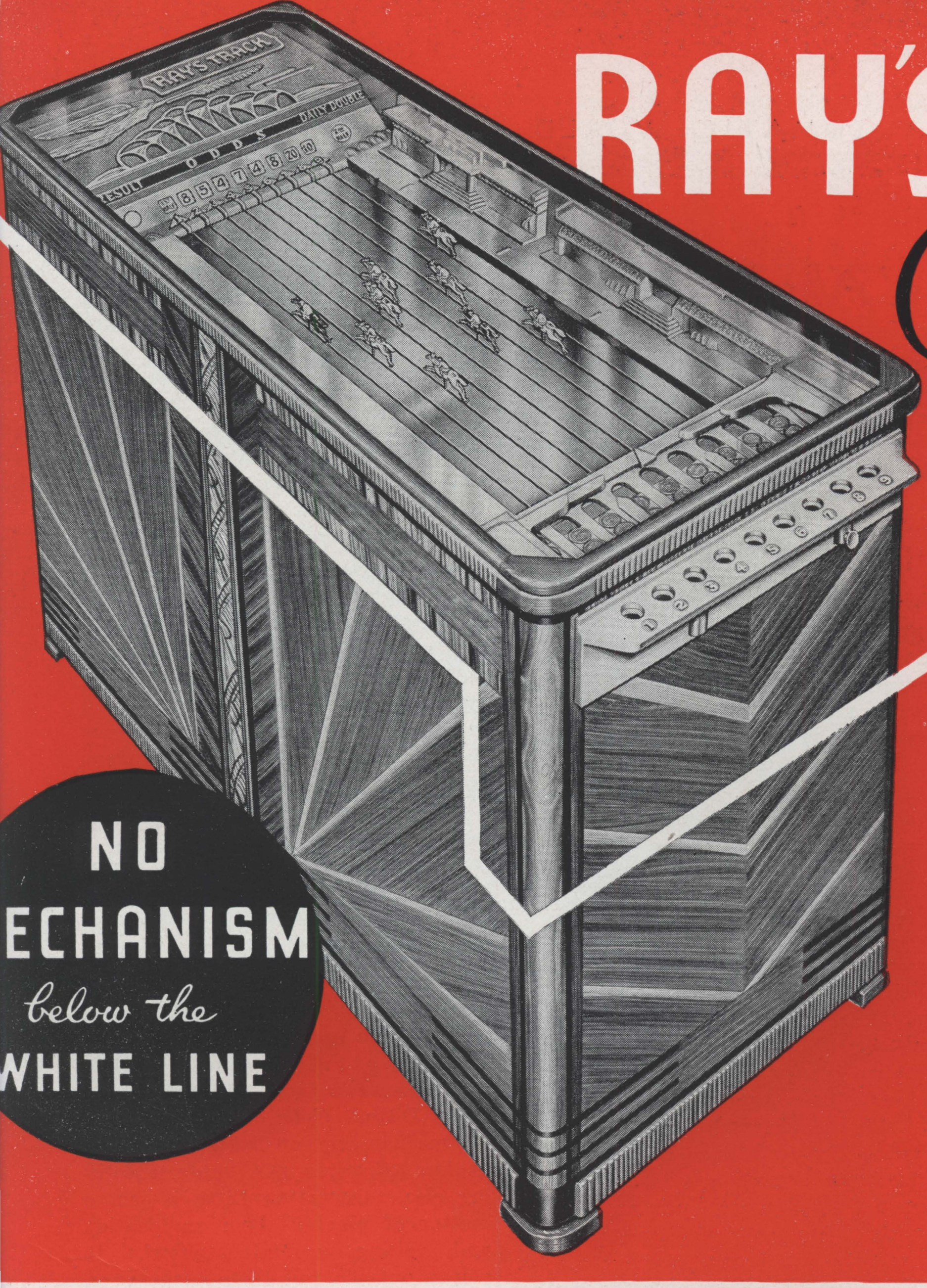
BALLY MFG. CO.

2640 BELMONT AVE. CHICAGO, ILL.

JOHN A. FITZGIBBONS, EASTERN DISTRIBUTOR
453 W. 47th Street, New York, N. Y.

RAY'S TRACK

BY *Bally*



NO
ECHANISM
below the
WHITE LINE

No mechanism below the white line! That explains the nation-wide rush of operators to equip their present race-track spots with RAY'S TRACK! Because they know RAY'S TRACK has everything—beauty—player appeal — increased earning power—plus a simple, compact mechanism that does not require specially schooled service men or expensive every week-or-so replacement of parts! RAY'S TRACK, in short, makes race-track operation pleasant as well as profitable!

the ONLY race game with the
DAILY DOUBLE

SURPRISE AWARD FEATURE

In addition to 30 per cent greater earning power—100 per cent simplified and trouble-proofed mechanism—RAY'S TRACK features the strongest REPEAT PLAY stimulator in amusement machine history—the sensational DAILY DOUBLE, whereby the regular odds (20 to 1 top) are boosted to a big juicy 50 to 1. This feature alone will pour hundreds of extra dollars each week into every RAY'S TRACK cash-box on your route! And this revolutionary feature is one of the reasons why we urge you to ACT AT ONCE to tie up the choice race-track spots with RAY'S TRACK!

Write or Wire for Prices and Territory

NICKEL . . . OR QUARTER PLAY

AUTOMATIC PAYOUT
OR TICKET VENDER
CHECK SEPARATOR

IF DESIRED—PLAY MONEY—
PAY CHECKS

ALL MODELS OPERATE
ON BOTH A.C. AND D.C.

Licensed by Ace Pat. Corp.
(Pat. No. 2,010,966)

YOU CAN BANK ON A BALLY GAME

BALLY MANUFACTURING CO.
2640 BELMONT AVENUE **CHICAGO, ILL.**
JOHN A. FITZGIBBONS, EASTERN DISTRIBUTOR
453 West 47th Street, New York, N. Y.

Rock-Ola's New Ditto is a Table For All The Family

It's just about time that Ma, Pa, Sister Millie, Brother Spud, and Jenkins, the butler—in other words, the great American family—have some representation in the pin table business!

Here is a table for every member of the family. A table that Mother will enjoy on her way home from Saturday's shopping. A table that will stop Dad every time he drops in to pick up a handful of his favorite cigars. Besides, it's a table Spud, the junior member of the household, will enjoy, with the rest of his gang, at the corner after the homework has been done.

It's a table for Sister Millie, too. The beauty of the cabinet and field appeals to her. It's smart. And so is she. And she will open up her purse to play Ditto any time. As for Jenkins, the butler, he always has some change jingling in his pockets on his day off. And you can depend on his stopping in for a little amusement with Ditto before he goes back on the job.

Clever Characters Portrayed on Board

The great American Family plays a very active part in the design of Ditto itself. Spread all over the colorful playing field of Ditto are caricatures of the whole d——n family just as listed above. And here they all have their say as to how much you should be awarded for your skill shots. The glamorous Millie, one of America's sweethearts, is the generous little girl who allows you 50 points. Ma (all Mothers are big hearted) graciously advances 40 points. Jenkins, the butler, has nothing to lose and can be touched for 25. Spud, whose bank-roll is never any too great, loosens up with 10. And poor Pa, who never has anything to say about family affairs anyway, is good for only 5 points.

Many Reasons for Success of Ditto

There are plenty of other reasons for the strong hold Rock-Ola's new Ditto has taken on the public. In fact, every one of Ditto's features point to success. For one thing, everybody likes to shoot for a definite score. They like to have numbers in front of them, constituting a goal, whether those numbers are 21, 50, or 100.

In Ditto, there are 10 such numbers to shoot for. And the number is different with every game! Each time the player puts in a coin, he has a brand new goal to shoot for—an entirely different number to make!

1000 Ways to Win

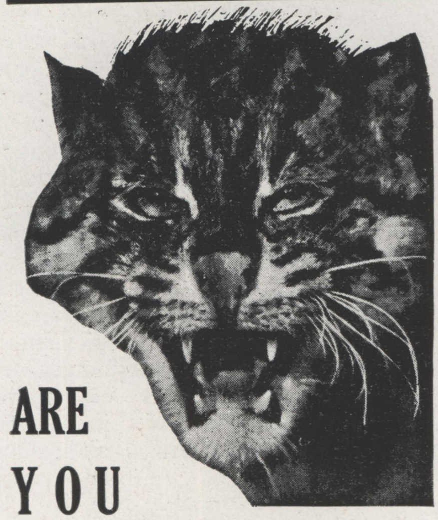
Every time the player inserts a coin, bright lights flicker and flash across a special panel on top of the brilliantly lighted top board. Finally the light stops at one number. Then, by dropping balls into the pockets on the board, represented by the clever family characters, it is up to the player to total the number flashed.

It is easy to understand Ditto's tremendous appeal considering the fact that there are 1000 different ways to win! A different score to shoot at every time! And a 1000 ways to do it! No wonder Ditto is a winner!

Simplified Mechanism

That isn't all about Ditto that appeals to the operator. He likes the simplicity and cleanness of the entire job. There is nothing complicated about Ditto. There is only one simple mechanism, consisting of a plain hookup of wires and lights. Nothing else. Operating Ditto is just a matter of placing them on location and calling around regularly to empty out the full Ditto cash boxes.

Rock-Ola designers and woodworking experts have done a particularly fine job with the Ditto cabinet. The finish is ivory and gold in a most modernistic design. The playing field and light-up panel is in a new cobalt blue. The result is a very pleasing and neat appearance that is a definite attraction in any location. A table that every operator is proud to place.



ARE YOU A WILDCATTER?

Do you like to sink your money in a hole in the ground—and kiss it goodbye? When you sink your profits in unknown, untried and uncertain battery eliminators, you are WILDCATTING!

ELECTROPAK and ELECTROLOK are the ONLY TWO PROVEN DEVICES FOR PIN GAMES which are used by operators THE WORLD OVER. No question about it—you really strike oil when you equip with these two profit builders.

SEE YOUR JOBBER—OR WRITE US TODAY!

ELECTRICAL PRODUCTS CO.
6527 Russell St. DETROIT, MICH.

CIGARETTES

M-A-R-V-E-L-O-U-S BUYS
If You Act Promptly!
500 RECONDITIONED CIGARETTE MACHINES
Look and Operate Like New
WRITE OR WIRE FOR PRICES TODAY!

D. ROBBINS & CO.
1141 DeKALB Ave. — BROOKLYN, N.Y.

CIGARETTES

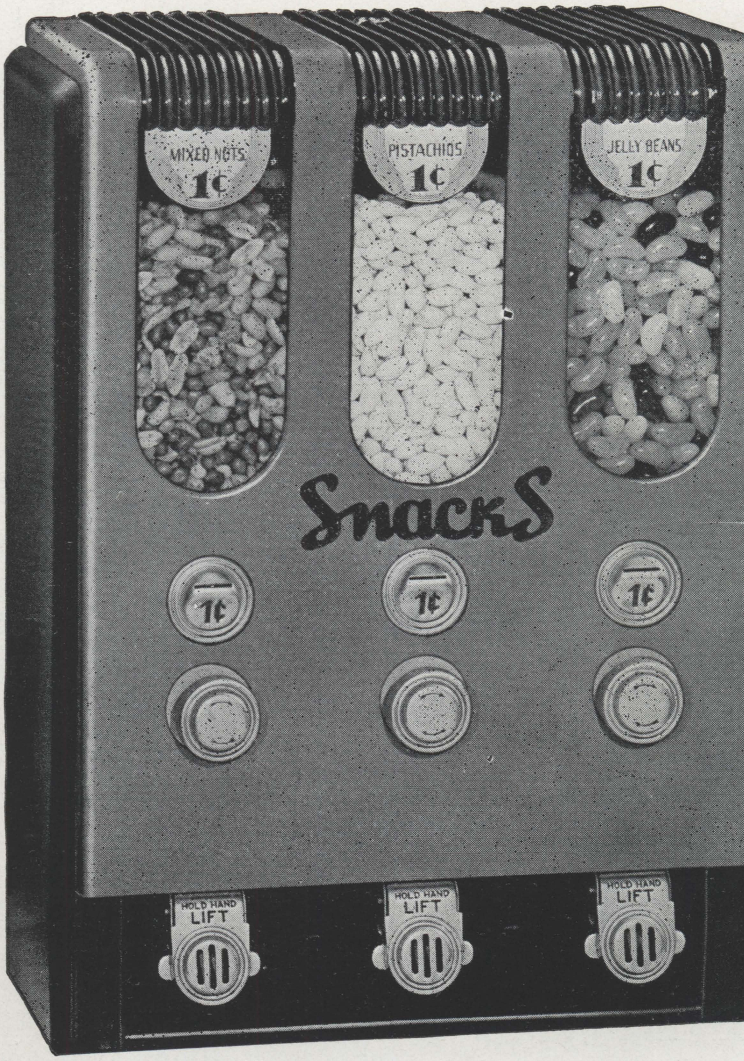
SNACKS

The Crowning Achievement of the Merchandise Vending Machine Industry.

●

SNACKS is the triple unit merchandise machine operators have been waiting for. Snack sells stable products which are bought the year round. Three compartments permit a wide choice of merchandise which can be varied according to the demand of each particular territory or location. Can be placed on counter, wall or on special constructed stand. It is truly THREE machines in one. It is the most sturdy, accurate in operation and fool-proof merchandise machine ever built. Earnings will absolutely amaze you. Try five or ten for a starter and see what SNACKS can do for you.

●



Be sure and see this money-making merchandise machine at our show rooms or write for full and complete descriptive circulars. Operates on pennies. No tax to pay. You can go places with Snacks. Immediate delivery from stock in Dallas.

EXCLUSIVE TEXAS DISTRIBUTOR

EARL REYNOLDS

JEFFERSON HOTEL
DALLAS, TEXAS

"WORLD'S BEST"
Reconditioned Games

Get the most for your money when you buy reconditioned equipment, by ordering from Electro-Ball. We have gained a world-wide reputation for reconditioning games so that they actually look and perform like new. Electro-Ball reconditioned games are worth $5 to $10 more, but they cost no more.

ONE-BALL AUTOMATIC PAY

Here are some of the games now on hand. Wire, phone or write for prices. They are RIGHT!

CHAMPION
DO OR DON'T
FORTUNE
GOLD RUSH
LONE STAR
PAMCO PARLAY, JR.
PUT 'N' TAKE (Side Door)
RAPID FIRE
RED ARROW
ROCKET (10 Ball)
SPORTSMAN
STAMPEDE

NON-AUTOMATIC PAY

A.B.T. AUTOCOUNT
FORTY SECOND STREET
KICKOFF JR.
LIGHTNING

We also have new and floor samples in automatic and no-automatic Counter Games; and New and Reconditioned Slot Machines. games at reduced prices. Reconditioned Counter Games, Floor Sample

PHONE
L.D. 425

If it operates with a slot, you can get it better for less from Electro-Ball.

ELECTRO BALL CO. INC.
1200 Camp Street, Dallas, Texas

Identify yourself to advertisers by mentioning AUTOMATIC WORLD

IN NEW QUARTERS F. C. EWING COMPANY

Being pressed for more space and room for bigger expansion the F. C. Ewing Company of Fort Worth, distributors of Columbus Vending Machines and roasters of nut meats, have moved into larger quarters at 1414 East Lancaster avenue. Their new phone number is 2-8648.

At the new home this well known distributing firm has ample parking space both in front of their building and in the rear. Their new headquarters consists of a beautiful brick building with an attractive north frontage. With a full glass front their showroom is very noticeable. The entire place has been equipped with special roasting equipment and operators will now be given a super service on all nut meats for their vending machines.

Since moving into the new quarters the firm's orders for salted peanuts has increased by 1,000 pounds. The Lancaster avenue location is handy for all and is much nearer the main business section than the old location was.

Mr. Ewing, manager of the organization, invites all operators to visit their new place when in Fort Worth.

GOOD MANAGEMENT MEANS SUCCESS

By ERNEST W. FAIR

The operator who stays in business year after year is the one who practices good business management every day of the year. Consequently the following good management factors offered by a successful operator are of interest:

(a) Keep costs down and keep a balanced budget. Every possible economy should be consistently considered and expenditures should be made with only the greatest caution.

(b) Study the business from every angle; know WHY people play certain machines and disregard others. The surest way to find out is to ask them.

(c) Have a good simplified system of keeping track of every machine and a record showing what each machine has grossed as well as the return from each location.

(d) Keep a calendar for each machine so that they will never go unserviced or unchecked. This is particularly important if the operator has any vending machines for empty vending machines pile up losses.

(e) Make sure that everything you do is done rightly; no matter how small a task it may be, even if just pasting a postage stamp on a letter. Taking care of the big things and becoming careless about the little ones leads to bankruptcy.

(f) Keep your machines honest and in the best working order all of the time—otherwise you are inviting ill-will toward your machine at that location and towards all machines in general.

(g) Don't try to run a machine location to death; learn how long a given location will prove hospitable to a given machine and jerk it at that time. Keeping machines on a location hoping to secure the last possible nickel will lose many players who have grown tired of it and who pass it up, something they would not have done had another machine been at the location.

AUTOMATIC WORLD BEST MAG FOR OPS

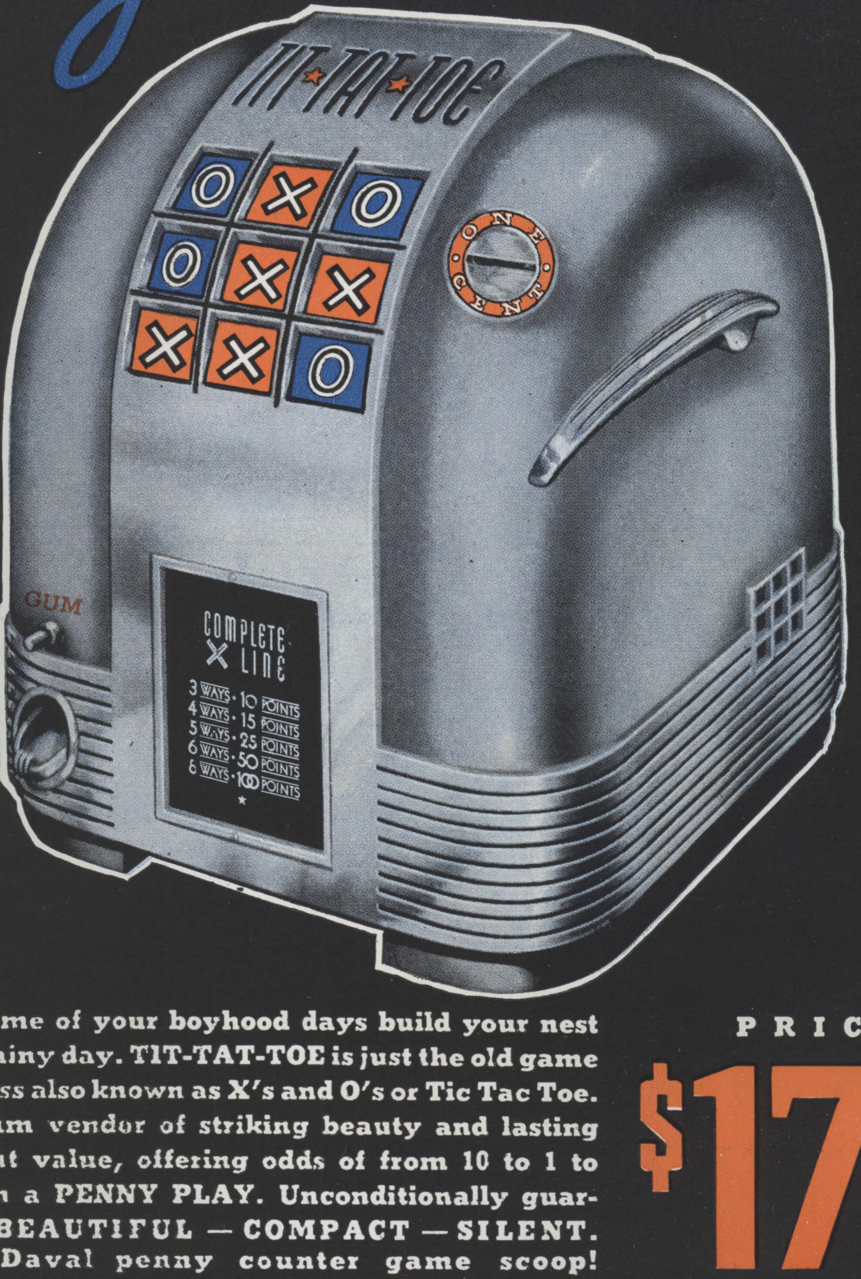
I like the AUTOMATIC WORLD very much and think it is by far the best magazine for the Southwestern ops. I am enclosing herewith my subscription check as I don't want to be without the magazine. Best regards to the entire staff.

CHAS. TODD (Okla.)
March 6, 1936.

ULTRA MODERN

TIT ☆ TAT ☆ TOE

Gum vendor


TIT★TAT★TOE
ONE CENT
GUM
COMPLETE X LINE
3 WAYS · 10 POINTS
4 WAYS · 15 POINTS
5 WAYS · 25 POINTS
6 WAYS · 50 POINTS
6 WAYS · 100 POINTS

Let the game of your boyhood days build your nest egg for a rainy day. TIT-TAT-TOE is just the old game of criss cross also known as X's and O's or Tic Tac Toe. A legal gum vendor of striking beauty and lasting amusement value, offering odds of from 10 to 1 to 100 to 1 on a PENNY PLAY. Unconditionally guaranteed. BEAUTIFUL — COMPACT — SILENT. Another Daval penny counter game scoop!

PRICE

$17.50

F. O. B. Chicago

STREAMLINE DESIGN

FOR SALE BY ALL LEADING JOBBERS

DAVAL MFG. CO. 200 So. Peoria St., Chicago

TIT☆TAT☆TOE

The power of the **Almighty Penny** asserted itself in the tremendous success of our Penny Pack. It is no longer necessary to dwell upon the superior profit making ability of a penny play counter game as against a straight nickel or four coin play. . . . We now offer you, in TIT-TAT-TOE an even greater money maker.

TIT-TAT-TOE is the most radically different and amusing counter game ever devised. It is the smallest, most compact three reel counter game on the market today . . . occupies a minimum counter space making it so much easier to place.

TIT-TAT-TOE is equipped with the famous *Daval precision built mechanism* which has the only absolutely silent straight running, wabble proof reels and is unconditionally guaranteed for years of service-free operation.

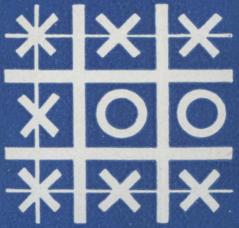
TIT-TAT-TOE reels come to a positive inner-locked stop . . . cannot be shaken to change combination . . . no protruding reel-brake levers to make it possible for players to cheat by tampering with it from the outside to change combinations. In other words TIT-TAT-TOE is truly shake proof and cheat proof and protects the operator's profit . . . Shows last coin played thru a window at the side, providing absolute slug protection . . . Vends a ball of gum for each coin inserted . . . Vacuum cup rubber legs give it a firm stance and prevents scratching of counters.

TIT-TAT-TOE for $2.00 extra comes equipped with Veeder Counter that counts every penny entering machine and saves the operator the time and trouble of counting huge stacks of pennies at each check-up.

The beautiful ultra modern streamline design and pleasing color combination plus the steady money making player appeal of TIT-TAT-TOE makes it the most desirable addition to any location and is eagerly sought by every location owner. Don't get caught napping by letting your competitor beat you to your best locations.

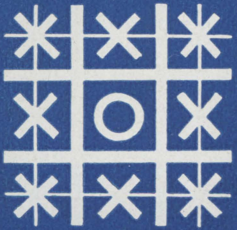
Write — Wire or phone your order now!!

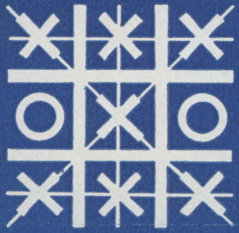
These are examples of only one of each winning combination. There are many more possible ways to complete 3-4-5 or 6X lines.



3 WAY
X LINE

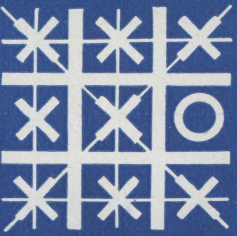
4 WAY
X LINE

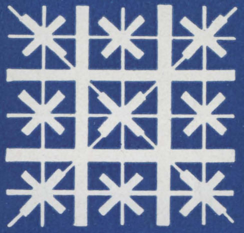




5 WAY
X LINE

6 WAY
X LINE



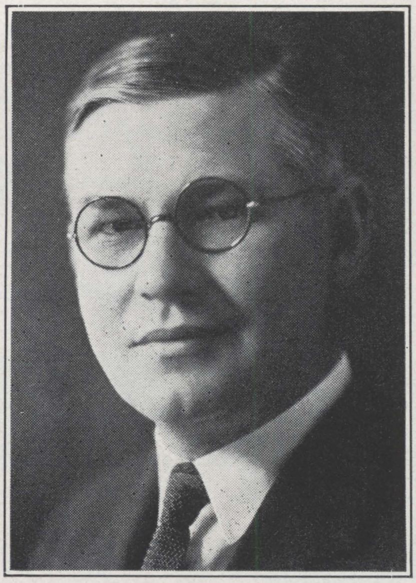


8 WAY
X LINE

Printed in U. S. A.

Salesboards — Their Future

The Electro Ball Company, Inc., of Dallas, Texas, who are distributors for the popular Superior Line, have some positive and definite sales policies which are spelling success for their organization and the operators whom they serve. Mr. Lester Burchfield, manager of the salesboard department, has seen the business grow from a small beginning to a giant manufacturing industry, whose product is used in every town and village in the United States, and in many foreign countries. Mr. Burchfield points out that the salesboard industry has gone forward by leaps and bounds, even during the worst depression the world has ever known, at which time the profits from salesboards provided sufficient income to keep tens of thousands of merchants in business.



LESTER BURCHFIELD

An enviable past and a brilliant future lies directly ahead for salesboards, which are more universally known and have a wider distribution than any trade stimulating game ever manufactured.

The success of the business depends upon the existence of the distributor and the operator; the manufacturer is more dependent upon them than they are upon the manufacturer, who has invested millions of dollars in special machinery and equipment. Designed and made for the specific purpose of manufacturing salesboards; such equipment cannot be used for any other manufacturing business. Therefore, shrewd distributors and operators will do well to give much thought and consideration to the manufacturer, his business policies, and the personnel of his organization, because lasting and far reaching results depend upon new and advanced ideas which nowadays are most necessary to attract new trade and cultivate more patronage from old customers.

Next Comes a Definite Policy

Regardless of the line—regardless of competition—adopt and use only sound business policies, and observe business ethics in serving the public. Do not sell location owners. The operator creates the business and it should be his to service. By his doing so, all concerned will receive more profit and more satisfaction.

Operating salesboards is a strictly professional proposition. Operators who expect to prosper in the business should recognize this fact, and cater to the company who will really co-operate with him 100 per cent. Great care should be taken by operators in establishing and building up their routes. Operators who service well balanced routes, not only enjoy a well regulated income, but also receives a broad education in human nature. He learns the likes and dislikes of a large number of people, and if he is resourceful, he will cater to their specific needs and requirements.

In the final analysis, the above observations are only "sales strategy," which, if properly applied, will solve many a knotty problem.

The Electro Ball Company is in a position to render operators and jobbers a prompt service from their seven different offices and stock rooms. All orders are shipped same hour received and every co-operation possible is in evidence for their customers. Mr. Lester Birchfield, who is in complete charge of the salesboard department, is anxious for all operators and jobbers to know more about the Texas Centennial board, a new money-making number that has just been released.

◆

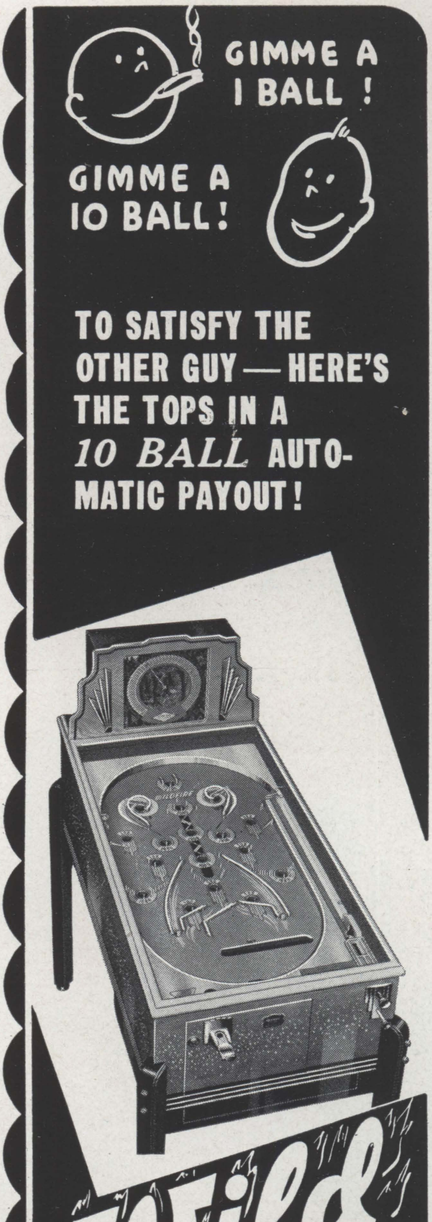
A man wandered into a tennis tournament, the other day, and sat down on a bench.

"Whose game?" he asked.

A shy young thing sitting next to him looked up hopefully. "I am," she replied.

◆

Tell the advertisers you saw their ad in AUTOMATIC WORLD.



GIMME A 1 BALL !

GIMME A 10 BALL!

TO SATISFY THE OTHER GUY — HERE'S THE TOPS IN A *10 BALL* AUTOMATIC PAYOUT!

Wild Fire

The first all skill 10 ball automatic payout table that pays out on high score. As illuminated dial reaches higher scores awards are automatically paid. Uses 1 inch steel balls. Equipped with Western's proven payout unit.

$115 Check separator $5 more

$123 Ticket Model

WESTERN EQUIPMENT & SUPPLY CO.

925 W. North Ave., Chicago

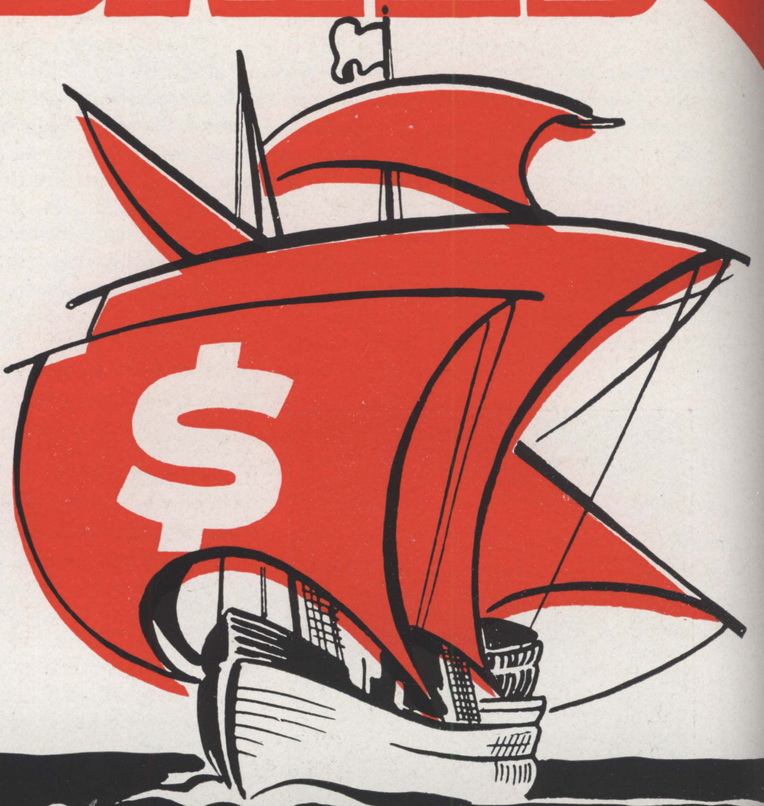
A BRAND NEW

PAMCO

PAYOU
TABL

"RED SAILS"

IN EVERY JOBBER
and DISTRIBUTOR
DISPLAY ROOM
IN AMERICA
SEALED!



To be Released Only on

SATURDA
MARCH 14TH.
AT 10 A. M. SHARP

BE ON HAND
WHEN SEALS ARE BROKEN

RED SAILS RE-ORDERS FILLED ON MARCH 14
Biggest Secret Development in YEARS!

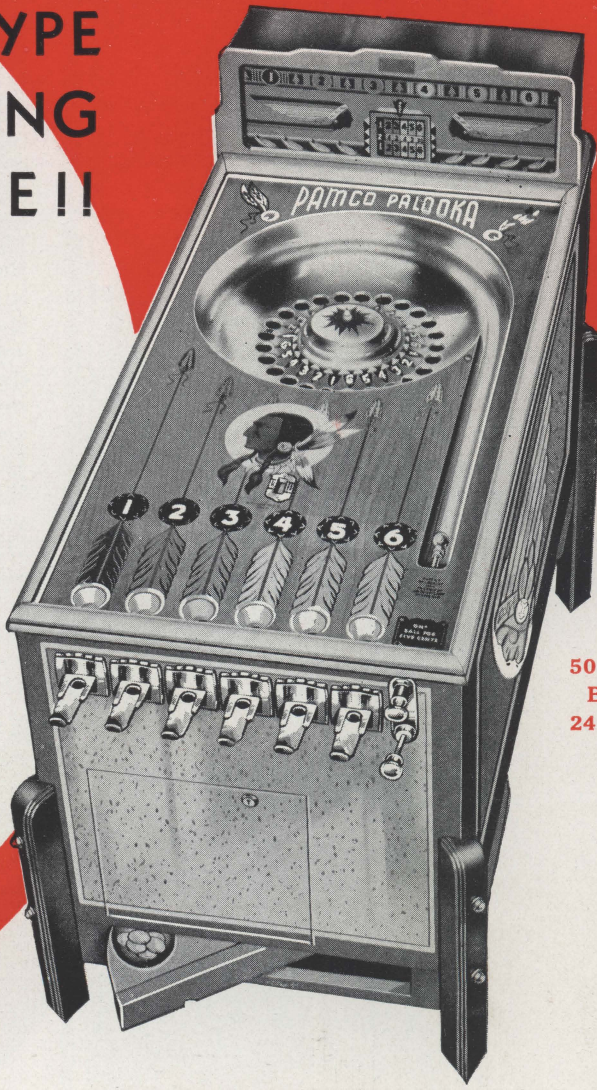
WRITE! WIRE! Get FULL DETAILS Without Obligation!!

PACIFIC AMUSEMENT
4223 West Lake St., CHICAGO, ILLINOIS

Operate PAMCO "PALOOKA"

6 COIN CHUTE-BOWL TYPE AUTOMATIC CHANGING ODDS PAYOUT TABLE!!

Not only Payout Operators—but Bell Machine Men are RUSHING "PAMCO" PALOOKA" out on location! Imagine the SPEED of 1-Shot—BOWL-TYPE Scoring—AUTOMATIC CHANGING ODDS with EVERY hole a payout ranging from 10c to $1.50! Imagine the HEAVY MONEY YOU GET with SIX Coin Chutes EARNING EQUALLY AS MUCH as a half-dozen bell machines or payout tables combined! Yes, Mr. Bell Machine and Pay Table Operator: You'll pass up the BIGGEST BET of ALL TIME if you overlook "PAMCO PALOOKA"—a Super DeLuxe Machine PROVED by ACTUAL TESTS to be BETTER than others at many times this price. . . .



50 in.
By
24 in.

$169.50

IMMEDIATE DELIVERIES!!

ELECTROPAK STANDARD EQUIPMENT—NO EXTRA COST

PAMCO PARLAY GOING BETTER THAN EVER A SPLENDID INVESTMENT AT $115.00

PLACE YOUR ORDERS NOW FOR IMMEDIATE DELIVERIES ! ! !

MANUFACTURING COMPANY, INC.
1320 South Hope Street, LOS ANGELES, CALIFORNIA

A Pair—Three of a Kind—A Full House

In the latter part of 1932 B.A. (Before Automatics), two farsighted Houston, Texas, "peddlers" simultaneously decided they wanted to do something about the coin machine business, realizing like many other alert individuals that its great future was just beginning. Harold H. Horton had been successfully selling radios and other items in the electrical field. James P. Stelle had been promoting and selling real estate. They both liked the coin machine business. And they like each other. Therefore it was only natural that they should team up to tackle this new venture, which they did. And it was a great pair!

The firm then, as now, operated as Stelle & Horton, and it grew by leaps and bounds for it was conducted in a sane, businesslike manner. In the summer of 1933 the company's activities had extended until the two partners felt the need of assistance in the management of the varied details that had multiplied as their business expanded. So in July, 1933, they sold one-third interest to Lloyd A. Blackwell of Houston. The latter, like Messrs. Stelle & Horton, was young, also a successful "peddler," and had a keen interest in the coin machine industry. Three of a kind!

Two years ago Stelle & Horton opened an office in New Orleans at 822 Carondelet street, to serve the trade in Louisiana and Mississippi. That office is managed by Melvin Mallory, a likable young hustler who is also secretary of the New Orleans Music Operators Association. During its four years existence Stelle & Horton has built up an unusual and enviable reputation for service, fair dealing, and helpful co-operation. They have always been among the first to assist the state organizations when they needed help in their efforts to stabilize the industry. Besides being members of the state associations they take an active leading part in all the local organizations in their area. In New Orleans and in Houston they carry in stock a varied assortment of merchandise to enable them to make quick deliveries. They are distributing games made by Jennings, Bally, Pacific, Rockola, Exhibit, Stoner, Gottlieb, Groetchen, Buckley, etc. Stelle & Horton in the past two years have also become leaders in the music business. In Houston they sell Rockola Multi-Selectors and Seeburg phonographs while in New Orleans they stock the Rockola Multi-Selector. A complete stock of parts and service departments are maintained at each office. This firm also distributes the Electropak unit to replace dry cells and have recently added Tom-Bill 3-way and 4-way merchandise venders to their line. In addition to all of the above, you will find a hospitable and warm welcome always at their place in New Orleans and in Houston at 1515 Louisiana street. So do you wonder that it is always a full house at Stelle & Horton's!

◆

MORE "POMES" BY JONES

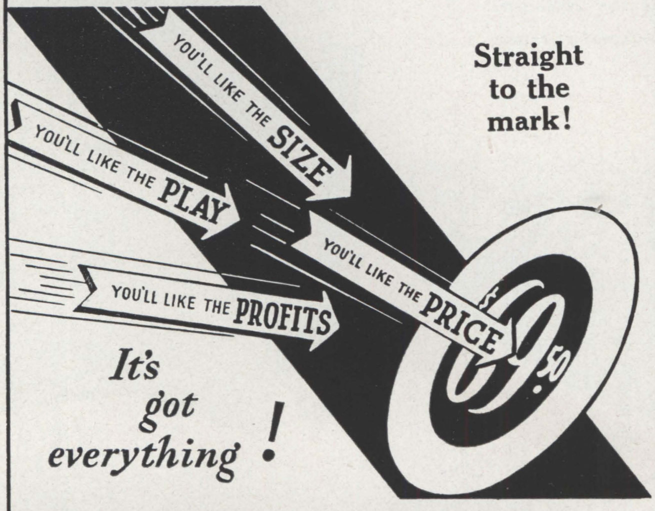
Bally Manufacturing Company's new payout dice game, Reliance, has caused Herb Jones, advertising manager, to break out in verse again. Reliance advertising shows the Two Zephyrs, who danced at the banquet during the Coin Machine Convention. One Zephyr is down on his knees with a pair of dice, while the other is playing the Reliance machine and saying:

"Sell dem ol' time bones fo' junk,
  'Cause craps am now a science!
Rise and dust your britches off—
  Git goin' on Reliance!"

Reliance is described as playing the regulation dice game with true dice. Player can win on 7 or 11 on first throw, or if he throws a point, he gets free plays till he makes his point or sevens. 2, 3 or 12 on first throw, however, automatically locks the machine. Payouts are all automatic and a $25 gold award is paid for four "naturals" in a row. First reports, according to the makers, show a heavy play in various parts of the country where the game is being introduced.

◆

C. J. Clore, Fort Worth, Texas, has entered the jobbing business. Mr. Clore is one of the Fort Worth pioneer operators.



PAY DAY

BUCKLEY'S NEW 5-BALL AUTOMATIC PAYOUT TABLE

BUCKLEY MFG. SALES
1613 Cotton Exc. Bldg.
Dallas, Texas

BUCKLEY MFG. SALES
1416 Polk Street
Houston, Texas

BUCKLEY MFG. SALES
811 Cherry St.
Fort Worth, Tex.

BUCKLEY MFG. SALES
103 S. Broad St.
New Orleans, La.

PHILIP ROBINSON
155 S. Mansfield
Los Angeles, Cal.

RICHARD LOVE
1122 S. Xanthus
Tulsa, Okla.

QUICK DELIVERY GUARANTEED!

BUCKLEY MFG. CO.
2160 W. WASHINGTON BLVD. CHICAGO, ILLINOIS

Santone Coin Machine Company in New Quarters

San Antonio, Texas.—The Santone Coin Machine Company of this city, R. Warncke general manager, has moved their headquarters from 2004 Broadway to 1524 Main avenue.

The new quarters affords the firm about four times the floor space they had at the old address and places them in a better position to give the operator better service. A complete repair and reconditioning shop has been installed and operators will now have the advantage of a service they have never before enjoyed in the San Antonio territory.

Mr. Warncke, the sole manager of the Santone Coin Machine Company, is an outstanding coin-operated machine authority and is in a position to help operators make more money with their equipment. The firm handles all makes of money-making machines and products. They always have on hand many bargains in reconditioned machines that they can supply operators at a reasonable cost.

The Santone Coin Machine Company invite all operators to call at their new quarters and get better acquainted with a real service. "The place is always open to all coin machine men," says Mr. Warncke, "we want them to make our place their headquarters when in the Alamo City."

◆

PALASTRANT PLANS TRIP

Boston, Mass.—Ben D. Palastrant, Supreme Vending Company of New England, is distributor for the Duette merchandiser of the Ad-Lee Co.

Ben reports that the vender is gaining a great reception from the operators in this territory and that he has already received many large orders for the machines.

He believes that there is a definite trend to merchandisers and that Duette is a type of vender which operators need at this time to assure them of greater profits.

He also reports that he will soon start on a trip to cover many of the towns throughout New England for sales of the merchandiser. He has already received many letters from operator friends throughout the state and is waiting for some of the snow and sleet to disappear before starting.

Escape ST. LOUIS BLUES

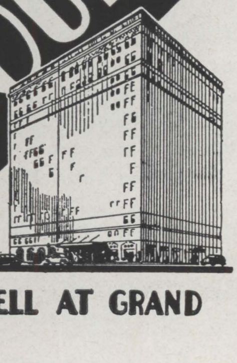
in ST. LOUIS

Enjoy the comfort and luxury of this famous hotel in the heart of the theatrical district and facing beautiful Forest Park. Circulating ice water in every room. Unusal food in the Coffee Shop and Dining Room.

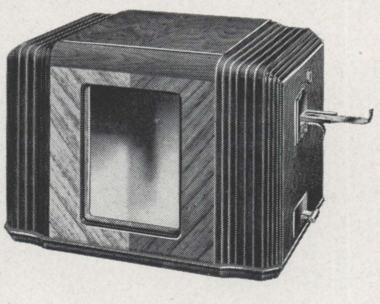
400 ROOMS
WITH BATH from $2.50

O. P. GREATHOUSE, Manager

MELBOURNE
HOTEL
LINDELL AT GRAND



HARMONY BELL



WE SAY IT AGAIN!
THE GREATEST
PAYOUT DEVICE
OF ALL TIMES!

Operate it individually—operate it with a phonograph—operate it by remote control with a phonograph. If flicker light stops on a winner, Harmony Bell automatically pays out. Win or lose, player gets a record selection on phonograph.

$67.50

Check Separator $5 Extra.

WESTERN EQUIPMENT
& SUPPLY CO.
925 W. NORTH AVE. CHICACO

Hollywood--Great New Pay Table by Rock-Ola

The most spectacular of the new Rock-Ola products just released is probably the new Hollywood 1-shot pay table. In fact, nothing so colorful and with such vivid attraction has been seen in the industry for a long time. And neither have so many new and original features been incorporated in a table for many a month!

New Star Award Panel

Heading Hollywood's "preview of features" is the entirely new idea of the Star Award Panel. When the coin is inserted, the player is treated to a thrilling display of flickering, flashing lights in all the colors of the rainbow. Lights that settle finally on one of the magic stars on the panel. Magic because they may mean anything from a dime to a dollar. This is all in addition to the regular awards offered by the pockets on the glamorous field.

Movie Life Depicted on the Field

Glamorous is a fitting description of this brilliant table of the stars. Hollywood, with all the fascination everybody associates with this magic city of dreams . . . bright lights . . . and modern genius, is depicted on the flashy playing field. Pretty stars of the silver screen . . . dashing heroes of the thrillers . . . dominating directors with their inevitable megaphones . . . trained cameramen in full action . . . piercing flood lights . . . all are spread in glorious array over the broad expanse of the field.

Over this unusual background the big 1-inch brass ball wanders in and out, as if enjoying the scenery to the full, before it finally fulfills the breathless expectation of the player and settles into one of the waiting pockets!

New Thrill for the Player

In playing Hollywood, the player —for the first time in his life—experiences the unique satisfaction of being awarded by the "out" pocket. For the first time, this bug-a-boo of failure can mean success. And there isn't a player alive who doesn't appreciate that. And who doesn't show his appreciation by some vigorous working of the coin chute!

Hollywood's masterful cabinet fulfills supremely well its part in the enactment of the thrills of moviedom. Nothing has been left undone. Modernistic design is combined with trim beauty of line to result in a perfect setting for the pay table drama of the rest of the product.

New Rock-Ola Universal Unit in Hollywood

Operators, for the first time, with Hollywood, have the opportunity of seeing the new Rock-Ola universal payout unit, reported to be the most advanced payout unit in the business. And, as in the last Rock-Ola pay table hits, the entire working mechanism is all in a convenient drawer that pulls out easily at the front of the table—a feature that has won the thanks of many an operator.

Operators Pleased by Low Price

Many operators are surprised—though very pleasantly so—by Hollywood's extremely low price. This is explained by a statement from the Rock-Ola plant in Chicago: "The manufacture of a great pay table has now become an exact science here. Every step in its production is so carefully planned that costs are cut to a minimum. Besides, the facilities of the huge woodworking plant makes possible great savings in cabinet work that can be passed along to the operator in the form of a low price on the finished product." Those operators who have visited the immense Rock-Ola plant while in Chicago can well understand how the modern, efficient manufacturing methods in use there are bound to be reflected in both the quality and the price of the products they operate.

◆

PAMCO PALOOKA BIG TEXAS HIT, SAY OPERATORS AMUSEMENT CO.

"Pamco Palooka is going to go places and do things in Texas and other states," says Roy Jones of the Operators Amusement Co., 2509 Ross avenue, Dallas, and 1702 West McCarty, Jefferson City, Mo.

"With its six coin chutes and one shot feature, Pamco Palooka is one of the fastest earning games ever offered operators of the South and Southwest. As everyone knows, Palooka is a product of the Pacific Amusement Manufacturing Company of Chicago and Los Angeles. The game was shown for the first time at the recent Chicago show, and won the favor of many operators.

"We are in a position to give immediate delivery on Pacific games including Palooka," says Roy.

KEEP THIS UNDER YOUR HAT—Photograph illustrates extremely small size of Bally Baby, Bally Manufacturing Company's new combination penny cigarette game and 5-10-25 cent trade stimulator, said to be the world's smallest coin-operated machine.

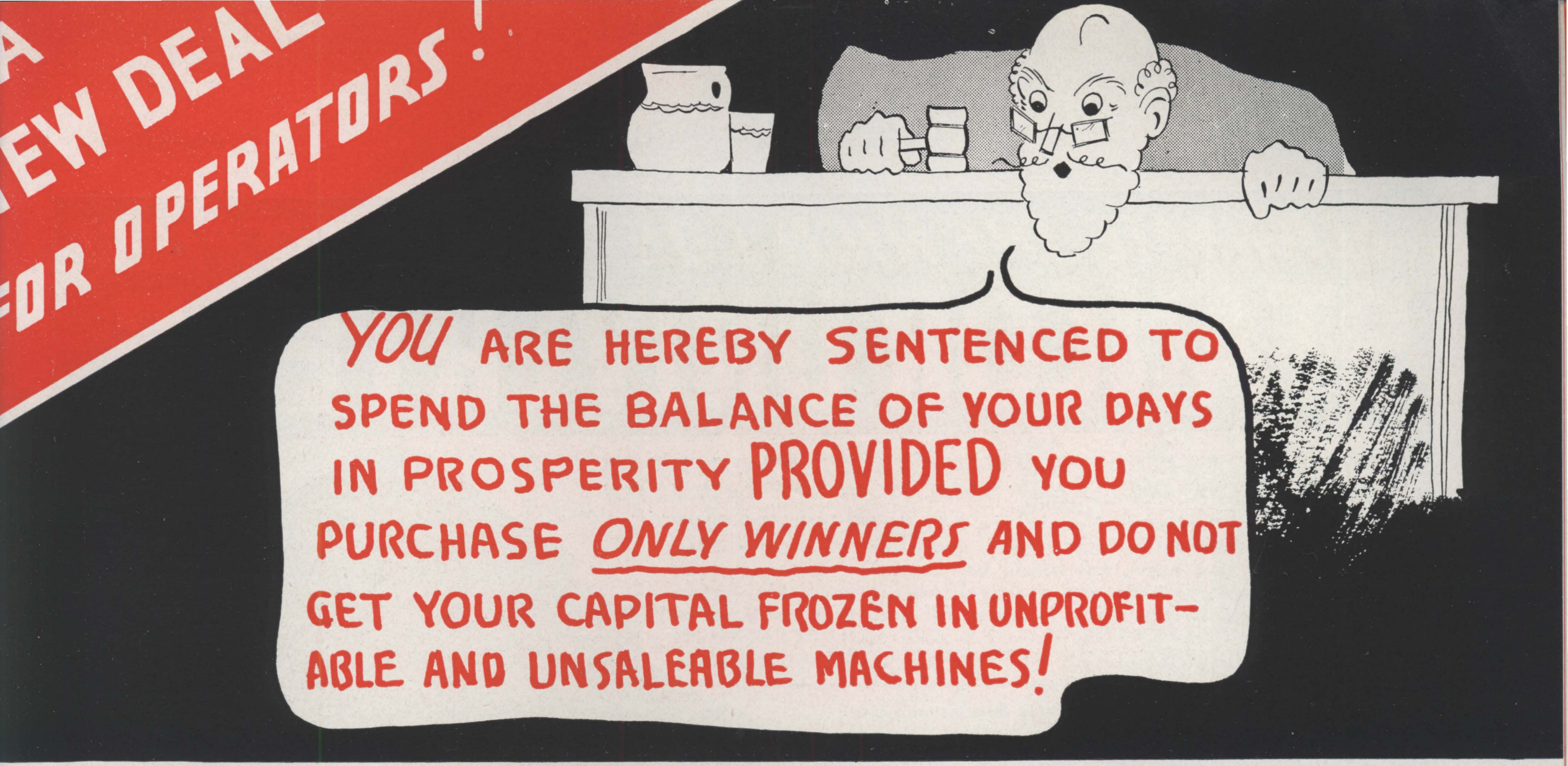
DOUG WEISER IN TEXAS

Doug Weiser, marble machine inventor and designer, is in Texas looking over conditions. Doug has given the industry a number of real winners. It was he who originated and designed Big Shot, that winner by California Exhibit Company of Los Angeles, Cal. Doug has something up his sleeve that he is going to spring on the Texas boys soon. Better keep a close watch on this boy because he says he is in Texas to find out just what the Texas folks really want in a live-wire marble machine offering and that he is determined to give them just that. Doug will, perhaps, have an interesting announcement to make in the next issue of this magazine.

NOTICE

RUSH ADVERTISING COPY FOR MARCH ISSUE

NOW


A
EW DEAL
OR OPERATORS!
YOU ARE HEREBY SENTENCED TO SPEND THE BALANCE OF YOUR DAYS IN PROSPERITY PROVIDED YOU PURCHASE ONLY WINNERS AND DO NOT GET YOUR CAPITAL FROZEN IN UNPROFITABLE AND UNSALEABLE MACHINES!

WE KNOW THE WINNERS BEFORE THEY ARE RELEASED

Our good fortune in knowing the winners before they are released is derived from our many contacts furnishing secret confidential information of the results of experimental developments and field tests on all new amusement machines. Our judgment is passed on to you and backed up by our guarantee of complete satisfaction or refund of your purchase price—not just within 7 days—but within 30, 60 or 90 days, less only a small rental charge, should any of our recommended winners fail to click 100 per cent in your territory.

THESE WINNERS INSURE PROSPERITY FOR YOU

1 BALL PAY-TABLES

MULTIPLE	$167.50
PEERLESS	115.00
BALLY DERBY	115.00
BONUS	115.00
DOUBLE SCORE	115.00
STOCK MARKET	115.00
TURF CHAMPS	115.00
REPEATER	99.00

RACE GAMES

RAY'S TRACK, 25c play	$600.00
RAY'S TRACK 5c play	500.00

ROULETTE TABLES

ROLL-ETTE	$262.50

SALESBOARDS

Superior Step-up Boards

PHONOGRAPH ATTACHMENTS

Harmony Bell

TARGET PRACTICE

ELECTRIC EYE	$250.00

MULTIPLE BALL PAY TABLES

RAMBLER (10)	$115.00
WILD FIRE (10)	115.00
BIG FIVE SR. (2 or 5)	99.00
GOLDEN HARVEST (10)	87.50
BIG FIVE JR. (2 or 5)	72.50

DICE GAMES—AUTOMATIC PAYOUT

BALLY RELIANCE, 25c play (dice)	$124.50
BALLY RELIANCE, 5c play (dice)	119.50

COUNTER GAMES—NON-AUTOMATIC

TEASER	$27.50
BALLY BABY	17.50
ROL-A-PAK	14.00
CENT-A-PAK	12.50

COUNTER GAMES—AUTOMATIC

HARMONY BELL	$67.50
TINY	49.50
PUNCHETTE (Ticket)	19.75

Any Payout Machines supplied with check separators, $5.00 extra. Any Bally Machine can be supplied with Ticket Payout, $10.00 extra. Any Keeney Machine can be supplied with Free Game Mechanism in lieu of payout mechanism.

Non-PAYOUT MACHINE OPERATORS: We do not recommend, guarantee or regularly handle any machine selling for a price of more than $30.00 the operation of which depends on the merchant counting scores and keeping an accurate record of payouts. The average merchant will not honestly pay out a liberal enough percentage of awards to hold the players' interest. Expensive non-automatic equipment dies quickly before you have made sufficient profit on your investment. Legal conditions in most all territories will permit the operation of skill machines equipped with cash, check or ticket payout or with free game mechanism. Sooner or later you will operate long-life automatic equipment in your territory if you survive, so why not start now?

OUR LEGAL GUARANTEE ELIMINATES ALL RISK

We recognize that the operation of machines is subjected to many and varied rulings in different territories. Territory conditions change overnight and frequently coin machines are made a football by politicians to divert public attention from other matters. We recognize that all operators have that human desire to make an investment in equipment which will show them the largest profits. Regardless of the uncertainty of conditions in your territory, you may now satisfy your desire to operate the most profitable equipment you can at the moment, with the assurance that should territory conditions change, whether within one week or three months, you may return your equipment for REFUND OF PURCHASE PRICE less only a small rental charge, PROVIDED you have purchased from us equipment recommended as WINNERS. Eliminate all uncertainty of your investment by deciding to purchase all future equipment from us on our Refund Purchase Price Guarantee.

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Wire or Mail YOUR ORDER TO THE OFFICE NEAREST YOU *Today!*

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SHREVEPORT
Caddo Hotel

MISSOURI

100 S. Main Street
POPLAR BLUFF

OKLAHOMA

216 Masonic Temple Building
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24 Amherst Street
CHARLESTON

TEXAS

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ABILENE
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1102 Leopard Street
CORPUS CHRISTI
○ ○ ○
1304 Throckmorton St.
FORT WORTH
○ ○ ○
HENDERSON

TEXAS

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○ ○ ○
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○ ○ ○
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VERNON

TENNESSEE

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MEMPHIS
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209 N. Market
PARIS

W. VIRGINIA

98 N. Kanawha
BECKLEY

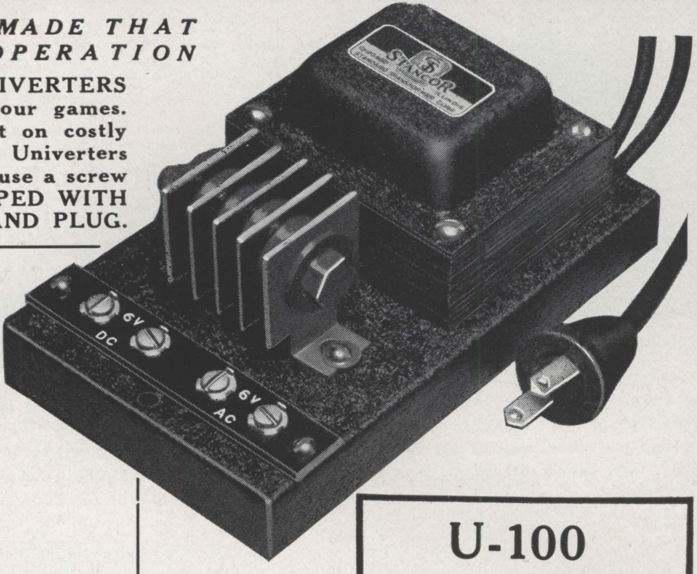
Used Machine Buyers and Exporters:—Get our prices and lists on all used machines before purchasing. Many used machines frequently returned on our legal guarantee are as good as new. Write your requirements in kinds and quantities to used machine clearance office, 632 Madison Avenue, Memphis, Tennessee.

ELIMINATE THE HIGH COST OF BATTERIES!

STANCOR UNIVERTERS

THE ONLY BATTERY ELIMINATORS MADE THAT USE CURRENT ONLY WHEN GAME IS IN OPERATION

Made by expert electrical engineers, STANCOR UNIVERTERS guarantee dependable, economical operation of your games. The money you save, not alone on batteries, but on costly layups and service calls, will positively amaze you! Univerters are easily installed in a few minutes, all you do is use a screw driver. ALL UNIVERTER MODELS ARE EQUIPPED WITH 6 FOOT UNDERWRITERS APPROVED CORD AND PLUG.



The Only Complete Line of Battery Eliminators Made!

U-400—$7.10

Furnishes 6 volts A.C. at 1.5 amperes for lights and D.C. for kickers, relays, payouts, etc. Will meet every requirement where D.C. power is unusually high.

U-200—$4.95

Operates on 110-115 volts, 50-60 cycles A.C. only. Furnishes 6 volts at 1.5 amperes for lights and D.C. for kickers, relays, payouts, etc. Replaces 4 to 5 batteries in series or 8 to 10 batteries in series parallel.

P-3400—$1.30

Operates on 110-115 volts, 50-60 cycles A.C. only. Supplies 6 volts A.C. at 2 amperes for games using lights only. Supplies enough power for 13-15 lights, drawing 15 amperes each.

U-1000—$8.70

110-115 volts, 50-60 cycles A.C. only. Furnishes 6 volts A.C. at 1.5 amperes for lights and D.C. for kickers, relays, payouts, etc. Replaces 4 to 5 batteries in series or 8 to 10 batteries in series parallel.

U-100

LIST PRICE $4.50

Operates on 110-115 volts, 50-60 cycles A.C. only. Furnishes 6 volts A.C. at 1.5 amperes for lights and D.C. for kickers, relays, payouts, etc. Will replace 4 to 5 batteries in series or 8 to 10 batteries in series parallel.

ALL MODELS ARE FULLY GUARANTEED! SEND US YOUR ORDER NOW—DESCRIPTIVE LITERATURE SENT UPON REQUEST.

STANDARD TRANSFORMER CORP. 850 BLACKHAWK ST.
CHICAGO, ILL.

T. M. Stoner Visits South and Southwest

Making what he termed a real business trip, T. M. (Ted) Stoner, and his lovely little wife, of the Stoner Manufacturing Corporation, Aurora, Ill., whipped into Texas and began calling on coin machine distributors with the same determination that he uses in creating money-making games in the Stoner factory.

The new Stoner game "Turf Champs" is going over like wild-fire in Texas and other Southern and Southwestern states, and the Aurora factory is running full force in order to fill the hundreds of orders that are pouring in.

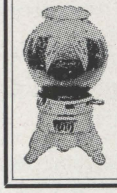
Mr. Stoner appointed several live-wire distributors in Texas, Louisiana, Mississippi and other states. From Texas the Stoners went to New Orleans and then up through the state of Mississippi.

"We intend to make games that will click in the South and Southwest," declared Mr. Stoner. "Our Turf Champs is being given a grand reception in Texas and other states and we are down here to gather first hand information on conditions and every detail, so that we can give operators of this particular territory just the kind of games they want and numbers that will really make money," he continued.

The Stoner Corporation is to be commended for the high quality products they manufacture. They have also been very instrumental in building up a better public opinion regarding marble games all over the country. They have the best interests of the industry at heart and fight for those interests.

To say that Ted made a lot of friends on this trip would be putting it very mild. He is a real fellow and both he and Mrs. Stoner have embedded their friendship into the hearts of coin machinedom in the South and Southwest as well as elsewhere.

VIKING SPECIALTY CO.
632-634 POLK STREET
SAN FRANCISCO
Jobbers Exclusively
Send 15c in stamps for the most complete vending machine catalogue ever compiled.


WRITE FOR LOW PRICES
Peanut and Ball Gum Venders
Also Booth and Table Size
SELF-SERV MFG. CO.
CAMDEN, N. J.

◆

C. E. Burns, super coin machine man, is sojourning in Glenwood Springs, Colo., at the present time.

◆

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

Pamco Speedway New Changing Odds Pay Table

Operators and jobbers listing payout locations along their route, will be interested in the announcement of Pacific's new pay-table release—"Pamco Speedway"—furnished in one or five ball play. Exhibited at the convention, the machine is said to have created considerable favorable comment, with operators and jobbers placing many orders for the new Speedway payout. Although Fred McClellan, president of Pacific Amusement Manufacturing Co., had contemplated withholding the new machine from the market on account of the long run established by Pamco Parlay, nevertheless, orders received on Pamco Speedway necessitated going into immediate production.

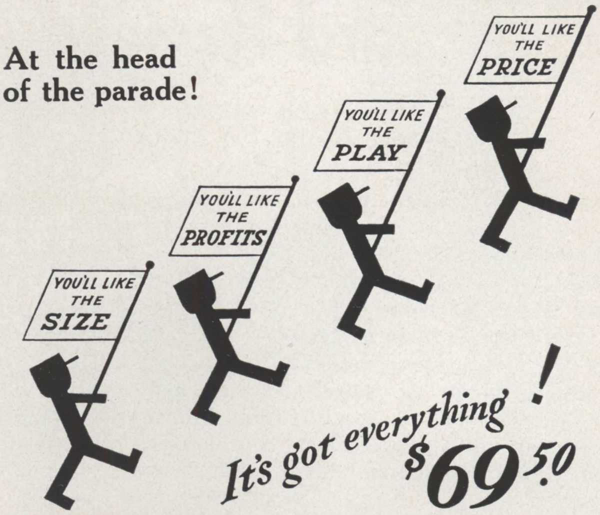
The machine incorporates the principle of changing values on all payout pockets, which is accomplished by Pacific's variable odds commutator posted on Pamco Speedway's lite-up board. When a coin is inserted in Speedway's chute, the odds changer turns up a new set of numbers which establish award values ranging from 10c, 20c, 30c, 40c and 50c on ordinary payout pockets up to $1.00 and $1.50 on the difficult-to-get-at holes.

The imaginative appeal of Pamco Speedway centers around auto racing, with colorful illustrations vividly depicting speeding cars hurtling around the lite-up backboard, with others screened in highly animated designs on Speedway's broad extensive play field. Just above the center of the board, there's a "spill" hole with an over-turned car designed beneath it. This pocket upsets the players' chances of scoring, and quickens up the play. But, it's pinned in such a manner that the ball can still get around it, though dangerously near enough to excite players and stimulate renewed play whenever the ball does engage this pocket. Just below the spill hole, there's a "Lap Record" pocket that pays one dollar. And farther down, the "Track Record" hole is good for a dollar and a half. According to Irwin Eisenberg, chief engineer at Pacific, Pamco Speedway has been subjected to every rigid test, and refuses to break down in any single detail.

Noteworthy among its many new operating features, is the pull-out front drawer which contains the trouble-free payout unit, power supply, check drawer and coin chute for quick and easy inspection. This feature alone, has brought many operators to show preference for Pamco machines, in that it no longer becomes necessary to "operate" on the cabinet with tools of any sort. A key turns the trick and the "inners" are exposed without any delay or inaccessibility to cope with. Electropak power, with plug-in attachment is also obtainable in Speedway if desired.

On test locations, Speedway has given other odds-changing machines a furious run for their money, according to "Irv" McCarthy and Bon McDougall who watch the money getting ability of Pamco machines.

At the head of the parade!



It's got everything! $69.50

PAY DAY

BUCKLEY'S NEW 5-BALL AUTOMATIC PAYOUT TABLE

BUCKLEY MFG. SALES
1613 Cotton Ex. Bldg.
Dallas, Texas

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QUICK DELIVERY GUARANTEED!

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Automatic World
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Fort Worth, Texas.

$1.00 for 15 Months
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Enclosed find .... Dollar(s) for .... years subscription to your magazine.

Name ....

Address ....

City or Town .... State ....

Operator .... Jobber .... Manufacturer ....

....

Record Review

By HERB ALLEN
(Brunswick Record Corp.)

Two scoops for Brunswick in one month!

One of them is "Stuff" Smith and his Onyx Club Boys on Vocalion.

This Onxy Club of New York, which won international fame as the birthplace of "The Music Goes 'Round and Around," added to its laurels this month by introducing to its swing-drugged patrons a brand new band, tagged "Stuff" Smith and his Onyx Club Boys."

Totally unknown in New York up to the time of his opening night at the Onyx Club, the news that a new swing genius in the person of "Stuff" Smith had come to town spread like wildfire along Tin Pan Alley's grapevine. It seems that this very young, colored violinist had composed a song which was tumbling them out of their chairs at the club. Everybody of any consequence in musical circles rushed to the club to hear this youngster who was reputed to hold his listeners spellbound with his crazier-than "Music Goes 'Round and Around" number—"I'se a Muggin'" and his "I's a Muggin' Musical Numbers Game."

Among those who stumbled over themselves in a mad scramble to get "Stuff's" John Hancock on a contract was our recording manager, Joe Higgins. Thrilled with his awareness of keen competition, Joe set out to tackle "Stuff" and—landed him! Joe came back to his office running a temperature. It was the scoop of the month!

This more-senseless-than-"Music Goes 'Round and Around" number circulating under the still more senseless title of "I'se a Muggin,'" will be, in the opinion of Tin Pan Alleyers, at the top of the heap before long. Brunswick introduces it under Vocalion label No. 3169. The dern "I'se a Muggin' Musical Numbers Game" is on the other side.

Those folk who want to know who's who in the band will like this: Violin, Stuff Smith; trumpet, Jonah Jones; guitar, Bobby Bennett; bass, Mack Walker; piano, Raymond Smith; and drums, Johnny Washington.

After hearing the "I'se a Muggin'" record, your patrons will naturally want to hear the other numbers recorded by Stuff Smith and his Onyx Club Boys. They are "I'm Putting All My Eggs in One Basket" from the picture "Follow the Fleet" and "I Hope Gabriel Likes My Music" and you'll find them under Vocalion Record No. 3170.

That second most popular number of the Coin Machine Show—"Sweet Violets"—remember?—which I mentioned last month, is everything I hoped it would be. Let me remind you again that it'll plug your machines with nickels. (Vocalion 03110).

And, of course, that perfectly swell tune "You Hit the Spot" is done very convincingly by Putney Dandridge on Vocalion Record No. 3123. The trumpet that furnished the background for Putney's voice takes up the melody when Putney bows out. This is followed by a piano that simply cannot be ignored. But the instrument that "hits the spot" in this record is the clarinet which is featured just before the closing when Putney gets hot on the second chorus. Throughout, the rhythm section is something to brag about.

Much elaborate puffing on Putney Dandridge's part furnishes the amusing feature on "You Took My Breath Away" on the other side.

* * *

Seems as if ole Brunswick's got a leader under every label. Wait until you hear "I Like Bananas, Because They Have No Bones" by the Hoosier Hot Shots on Melotone 6-04-58!

Our advertising manager tells this story more convincingly than I can because of an experience with this record which occurred only last week. So we will let him speak for himself.

"What's this? You want me to tell the boys what they'd be missin' if they didn't plug this "Banana" record? I'd be happy to do it, Herb—I'm simply cra-a-a-zie about it myself, you know!"

"I was told by the Big Boss (you know whom I mean) to arrange a tie-up with a well known company if and when I'd get down to work advertising the record. Being lazy, I tried to arrange it by telephone—no go. Ah-hah, says I to myself, I'll get yer yet. So I trudged myself down to the company's offices—that is, the tax trudged through a blinding snow storm—with an electric portable and a pressing of "I Like Bananas, Because They Have No Bones."

The taxi broke down. I was transferred to another. Finally I arrived at the office and climbed the creaky, wooden stairs (I think they were creaky and wooden) to the office of the company's advertising manager.

He was a grand fella, that fella was . . . I could see when I stepped into his office, bag and baggage, that he decided to humor me. Thereupon he helped me set up the machine . . . somebody wandered in . . . I put in a new needle . . . somebody else wandered in . . . I turned the switch . . . then turned my back to His Highness the Advertising Manager, and held my breath! The music came out of the machine with a loud blast . . . I toned it down and resumed my worried pose. A tie-up depended on how well this record would go over.

First thing I knew someone bounced through the door and danced across the floor; then, another man; and still another. There were finally five or six of them standing around, grinning, chuckling, tapping their feet, one or two laughing out loud in spots. I grew courageous; I let out my breath, grinned, chuckled, tapped my feet, and laughed out loud with them.

When I had finished playing the record, I was introduced to the men. They were all members of the executive staff of the company, and among them was their president.

Each and every one of them congratulated Brunswick for having gotten out such a swell number. They wanted to know what night clubs would feature it so they might visit them to hear it.

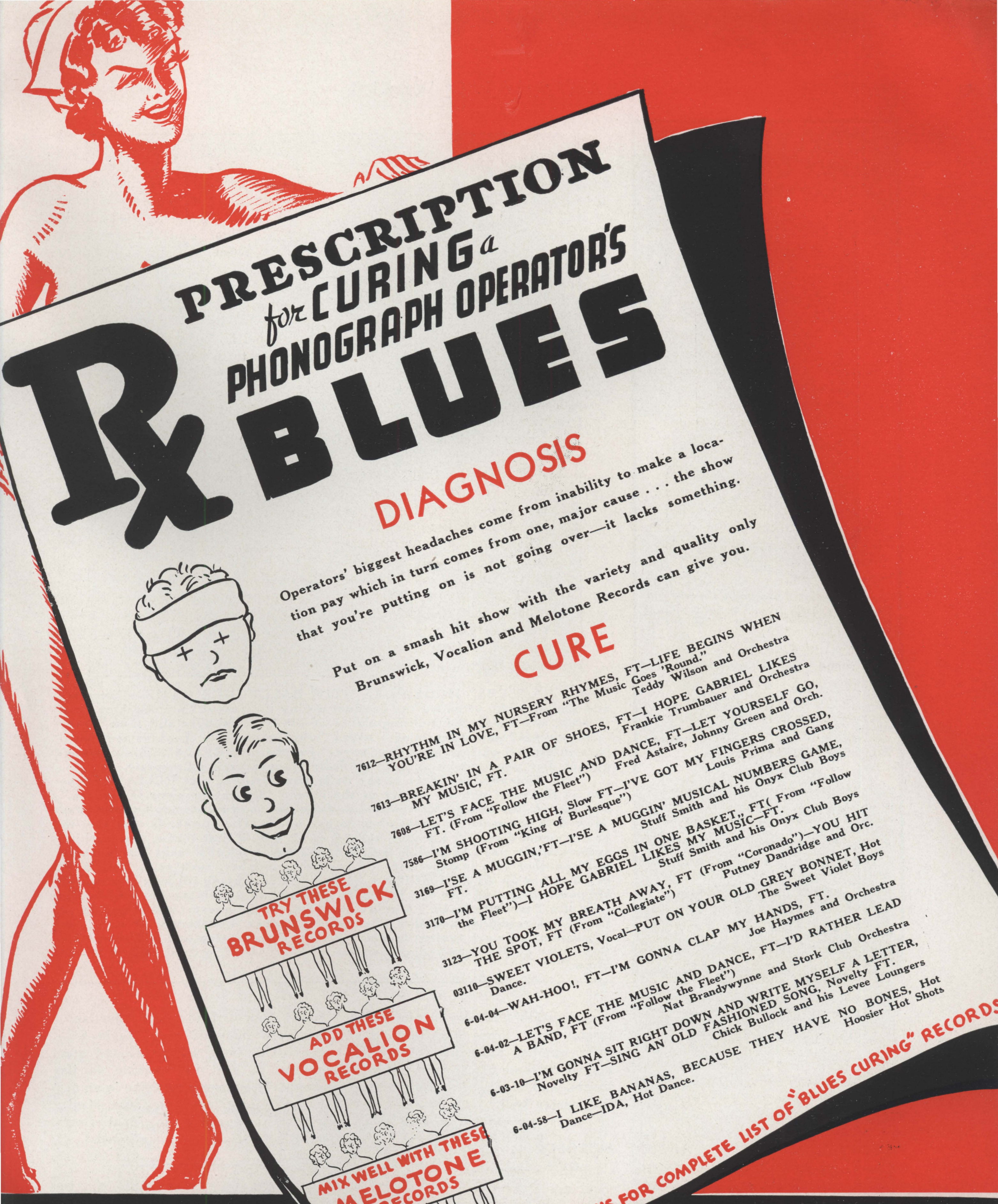
The men raved about it . . . thought it was the catchiest thing they had heard in a long time. They had me play it for them several times. Finally somebody came in to report that the office force was being demoralized . . . he had found the employees singing, whistling and tapping their feet to the tune. Would we please turn off the phonograph so they could get some work done?

"How about your tie-up?" I asked.

Put it over grand! Got what I wanted, and besides, the president himself borrowed the pressing from me so that he could play it that night for his mother who was convalescing at her home. He said "She'll get a kick out of it and it will cheer her up."

* * *

There's the story about "I Like Bananas, Because They Have No Bones" and you should hear what those Hoosier Hot Shot fellas do to that number! On the other side you will find "Ida! (Sweet as Apple Cider)"



PRESCRIPTION for CURING a PHONOGRAPH OPERATOR'S
℞ BLUES

DIAGNOSIS

Operators' biggest headaches come from inability to make a location pay which in turn comes from one, major cause . . . the show that you're putting on is not going over—it lacks something.

Put on a smash hit show with the variety and quality only Brunswick, Vocalion and Melotone Records can give you.

CURE

7612—RHYTHM IN MY NURSERY RHYMES, FT—LIFE BEGINS WHEN YOU'RE IN LOVE, FT—From "The Music Goes 'Round."
Teddy Wilson and Orchestra

7613—BREAKIN' IN A PAIR OF SHOES, FT—I HOPE GABRIEL LIKES MY MUSIC, FT.
Frankie Trumbauer and Orchestra

7608—LET'S FACE THE MUSIC AND DANCE, FT—LET YOURSELF GO, FT. (From "Follow the Fleet")
Fred Astaire, Johnny Green and Orch.

7586—I'M SHOOTING HIGH, Slow FT—I'VE GOT MY FINGERS CROSSED, Stomp (From "King of Burlesque")
Louis Prima and Gang

3169—I'SE A MUGGIN,'FT—I'SE A MUGGIN' MUSICAL NUMBERS GAME, FT.
Stuff Smith and his Onyx Club Boys

3170—I'M PUTTING ALL MY EGGS IN ONE BASKET,, FT(From "Follow the Fleet")—I HOPE GABRIEL LIKES MY MUSIC—FT.
Stuff Smith and his Onyx Club Boys

3123—YOU TOOK MY BREATH AWAY, FT (From "Coronado")—YOU HIT THE SPOT, FT (From "Collegiate")
Putney Dandridge and Orc.

03110—SWEET VIOLETS, Vocal—PUT ON YOUR OLD GREY BONNET, Hot Dance.
The Sweet Violet Boys

6-04-04—WAH-HOO!, FT—I'M GONNA CLAP MY HANDS, FT.
Joe Haymes and Orchestra

6-04-02—LET'S FACE THE MUSIC AND DANCE, FT—I'D RATHER LEAD A BAND, FT (From "Follow the Fleet")
Nat Brandywynne and Stork Club Orchestra

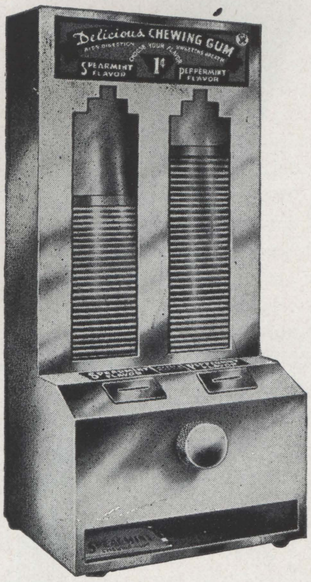
6-03-10—I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER, Novelty FT—SING AN OLD FASHIONED SONG, Novelty FT.
Chick Bullock and his Levee Loungers

6-04-58—I LIKE BANANAS, BECAUSE THEY HAVE NO BONES, Hot Dance—IDA, Hot Dance.
Hoosier Hot Shots

WRITE US FOR COMPLETE LIST OF "BLUES CURING" RECORDS

Brunswick Record Corporation
1776 BROADWAY ◆ ◆ ◆ NEW YORK CITY
BRANCHES: NEW YORK, CHICAGO, DALLAS, LOS ANGELES, SAN FRANCISCO, ATLANTA GA.

DOUBLE COLUMN
1c STICK GUM VENDER
A STEADY Money-Maker!



Attractive Chromium Finish!
CAPACITY: 200 Sticks. Holds 100 sticks of Spearmint Gum and 100 Sticks of Peppermint Gum.

●

Vends FULL SIZE Wrapped Gum.

●

Requires only 7 inches Counter Space. We supply Best Quality Gum at only 25c per 100 Sticks. Operator's Profit is 50c for each 100 Sticks sold, after paying merchant 25 per cent commission.

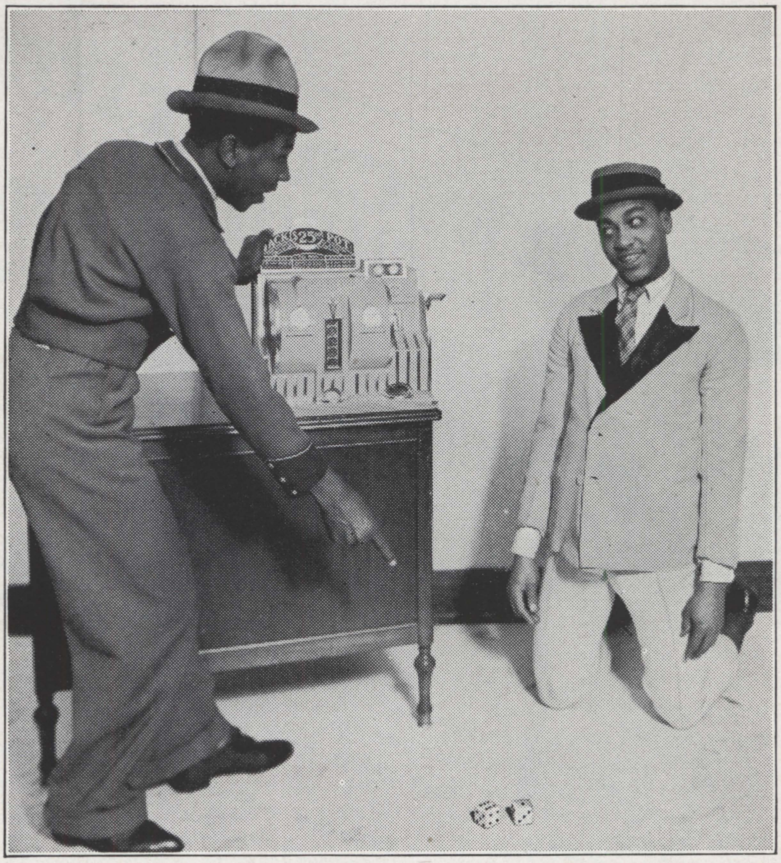
●

INTRODUCTORY OFFER
Remit only $12.50 for Sample Machine, including 1,000 sticks of gum. DO THIS TODAY!

●

WRITE FOR QUANTITY PRICES

D. ROBBINS & CO.
1141 De KALB Ave. — BROOKLYN, N.Y.



"DICE DANCERS" MODERNIZE WITH BALLY DICE GAME—Operators and jobbers, who attended the banquet during the recent Coin Machine Convention, will recall the amusing antics of the Two Zephyrs and their clever "slow-motion" dance depicting a negro "crap" game The Zephyrs are shown here in the act of forsaking the "bones" for the new RELIANCE automatic-payout dice game, manufactured by Bally Manufacturing Company.

Ray Moloney, president of the Bally firm, reports that RELIANCE was one of the most popular games at the show. "Operators were fascinated," Ray stated, "by the mysterious action of the dice, and a common question was 'How does the machine know when to pay out?' The answer is that they're pretty smart dice. If a player 'rolls' 7 or 11 on his first throw, the machine automatically pays out, while a 2, 3 or 12 automatically locks the machine until another coin is deposited. If any other number, such as 4, 5, 6, 8, 9, or 10 comes up on the first throw, player gets free plays till he either makes his point or sevens. In the first case, receives automatic payout and in the case of a 7 machine locks. A gold award, $25 on the quarter model and $5 on the nickel model, is awarded when player throws 4 'naturals,' 7 or 11, in succession. We are tuning up now for volume production and will soon start shipments on the tremendous volume of RELIANCE orders booked at the Show."

MASTER KEY RACKET IS QUICKLY STOPPED

Dallas, Texas.—Three slick and attractive looking young men from Chicago, slipped into Texas a few days ago with their pockets loaded with "master lock keys" and promptly went to work on the operators' machines, opening cash boxes and making off with the money. They hit this city Sunday morning, March 1, and started work and within 30 minutes after they robbed a cash box on a marble machine, they were in jail. Charges have been filed against them in a number of cases.

Operators of this city are at a loss to understand how they obtained their master keys. Some think that one of their number must have been employed by some of the lock manufacturers, and managed to get hold of the master keys.

◆

MUTOSCOPE REEL'S MAGIC FINGER MAKES BIG HIT IN NEW ORLEANS

Yes, sir! Canal street in New Orleans, the Crescent City, is done gone plumb "Magic Finger" crazy. E. Winters, traveling representative for the International Mutoscope Reel Company of New York City, reports that the crowds in and around Harry Batt's New Orleans only Sportland, has gone hog-wild over Magic Finger. The folks gather around and around to see the machine do its stuff. They push and shove in an attempt to get to the coin chute. Magic Finger has really made Canal street daffy and Magic Finger minded.

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For
Automatic World

LOS ANGELES NEWS

California Exhibit Company has added additional space, increased production and added to the technical force, according to Harry Stearns, president. Despite working overtime for the past two months the firm has not been able to meet the demand for Big Shot. Four games are said to be in the experimental department now. The four new models will offer from one to five balls and will be ready for tests in about four weeks.

* * *

At the Pacific Amusement Manufacturing Company Herb McClellan said he is highly pleased with the new game, Speedway. The Western office sold out the first day, he said, and had to rush an order to the Chicago factory. Foreign orders are picking up, with cash on order, he said.

* * *

Sol Gottlieb and Paul Henry expressed much gratification at the present trend in business. Sales are encouraging, they said, including some foreign business.

* * *

Jack McClelland and Henry Stewart, National Amusement Company, both in very good humor and report business good. Stewart has recently returned from a trip north, including a short stop at the San Francisco branch. At the National offices was seen George Pierson, large operator from Fresno and also owner of the Pierson Dude Ranch. National has started a phonograph department, to be in charge of Clegg J. La Bauve, of New Iberia, La.

* * *

Paul Laymon, much improved in health, is back on the job with the same old pep. Visitors here were C. E. Collard, of San Bernadino; F. C. Brady, of Oxnard, and Earl Senter, of Bakersfield. . . . Esther Steinhaus is getting into the phonograph business in a big way. . . . William Wolfe and Clarence Byrne, of San Diego, noted calling on various jobbers. . . . Harry C. Rawlings is selling out his animal act and will devote full time to two night clubs and his large operating business.

Mack Mohr is busy in and out of town. Wurlitzer phonographs are enjoying a big sale, according to Mack.

◆

GETS AUTOGRAPH ON DOLLAR BILL

When Bill Blatt, Supreme Vending Company, Brooklyn, approached Edward G. Robinson, movie star, recently in Chicago for his autograph there was no paper in evidence. Blatt produced a dollar bill and Robinson thereupon scribbled his name on it.

PIN-GAME HEADQUARTERS

There's a color and a sparkle about Hotel Sherman that appeals to pin-game men. They like its location right in Chicago's brilliant Rialto—they like its convenience to stores, offices, theatres, and all business contacts. The fine food, the comfortable rooms, and the low rates have a definite appeal. And when they drive—they like the fact that they can drive right into Hotel Sherman.

HOTEL SHERMAN
1700 ROOMS—1700 BATHS from $2.50
CHICAGO

HOME OF THE INTERNATIONALLY FAMOUS
COLLEGE INN
featuring the ICE CARNIVAL on 1,000 feet of REAL ICE

WESTERN'S 10 BALL AUTOMATIC PAYOUT
Wild Fire

YOU CAN TAKE OUR WORD FOR IT—IT SURE IS A HONEY!

Wild Fire pays out on high score. The first payout is 10 cents. As higher scores are made the game pays out additional awards. Equipped with Western's fast, proven payout unit.

$115 Check Separator $5 Extra
$123 Ticket Model

Western Equipment & Supply Co.
925 W. North Ave., Chicago

HIGH LIGHTS OF HARRY DROLLINGER'S 1936 PARTY

The chorus headed by Homer E. Capehart, comprised of John Backman, Mrs. Grace Chapman, Mrs. Jack Bruce, Herb Allen of the Brunswick Corporation who was the much needed tenor, Tom Murray of AUTOMATIC WORLD, Mrs. Pauline Carr, going from room to room throughout the entire day of Sunday singing the favorite "wet" songs to the many guests assembled throughout the hotel.

* * *

Tom Murray slipping out from the chorus to get a drink of (?) to wet his whistle, and Mrs. Murray hunting Tom.

* * *

Homer Capehart dropping into a big easy chair occasionally, saying that singing hurt his feet.

* * *

Herb Allen talking business in the halls while the chorus was tagging him as their favorite tenor.

* * *

Harry Drollinger hunting the liveried attendants about every thirty minutes, assuring the guests that it was harder work to keep the help on the job than to serve the guests.

* * *

Jerry Hill, district manager of the Southern Brewing Company, assisting his wife to partake of some Monte Carlo beer which Jerry very graciously served to the guests on the roof.

* * *

Earl Reynolds assuring the guests that the beverages had been selected by himself.

* * *

Don Law, district manager for Brunswick Record Corp., tagging Harry every fifteen minutes to tell him he couldn't make a speech.

* * *

Tom Murray assuring the guests that he had just as good a time as everyone else without drinking intoxicating beverages.

* * *

Harry Drollinger breaking up little groups of operators talking business when everybody was supposed to forget for the day all business worries.

* * *

Mrs. Drollinger carrying schooners to the far corner of the roof garden, presenting them to John Backman who said his "feets" were too tired to go after the beer.

PROGRESS IN OUR INDUSTRY

It is not a very far cry back to the day when every automobile manufacturer built so individual a car that no one could ever get any parts for it without writing back to the manufacturer, waiting weeks for delivery, and then paying all sorts of prices. Then along came some far-seeing individuals who recognized the need for standardized replacement parts, and a centralized source for them. United Motors was born out of just such a problem and idea.

In the pin game industry the same problem has confronted operators for years, but it took the far-sightedness of a very alert electrical manufacturing organization to actually do something about it. Having provided an answer to the greatest need in the industry—that of eliminating all of the expense and worry in connection with battery operation of pin games by producing Electropak, Epco engineers have gone on to provide Electrolok and Adaptopak, answering two more very definite needs in this industry.

Now they have announced a new service to operators and distributors. Electrical Products Company is prepared to furnish replacement electrical and electro-mechanical parts for every pin game ever manufactured. This unusual service proves beyond doubt that these people are pin game-minded and that they have painstakingly analyzed the operator's problems. It now will be possible for all of his operating and service problems with complete assurance that he will receive the very best possible equipment, speedy service, and considerably better prices than he has heretofore been able to obtain.

If any further proof is needed to convince operators that they have enlisted the attention of one of the most outstanding engineering and manufacturing organizations they are invited to bring their problems to the Electrical Products Company. A special department is maintained for helping operators with their service problems and with the development of any ideas which they may have in connection with the pin game industry It certainly looks now as though this industry has taken its place among the leaders in our economic field.

◆

Andrew A. Biggio is another wide-awake op of Ohio. He operates Mills Dance Masters and merchandise machines.

GREAT SUCCESS OF ROCK-OLA'S NEW TRANS-ATLANTIC DUE TO POSITIVE ENTERTAINMENT IDEA

Many large operators and distributors have agreed for some time that there is a very definite place in the coin machine picture for a real amusement table. They have pointed to the great success of such tables as Rock-Ola's Jigsaw and World's Series to uphold their claim that a great section of the American public will always respond to a good amusement game.

A Real Amusement Table

Therefore, many coin machine people are grinning these days and saying "I told you so" upon viewing the tremendous success of Rock-Ola's fine new amusement table Trans-Atlantic.

Trans-Atlantic is one of the very few pin tables in the business today that has an actual playing plot. And therein lies much of the secret of its success. In Trans-Atlantic the player faces the prospect of a transoceanic flight. If he has any imagination at all, he puts himself in Col. Lindberg's place on that eventful morning when the Lone Eagle set off on his history-making jump to Paris. And, as the Trans-Atlantic flight progresses, the player is confronted with the same hazards as was that daring young American on his flight—fog, winds, and other elements to put the plane off its course. However, skillful manipulation of the balls eventually accomplishes the goal.

Action!

Another important element contributing to the success of Trans-Atlantic is the positive appeal of fast, moving action on the field itself—right before the very eyes of the player. Again referring to Jigsaw and World's Series, it will be remembered that both of these famous tables gave the players direct, fascinating action on the playing field itself.

As a matter of fact, the playing field action in Trans-Atlantic is made doubly fascinating because it tells an exciting story. And because it makes the player himself the hero of the dramatic action. There before him is the endless ocean—a thing of beauty, yet a thing of great mystery and unknown secrets. It is something to conquer, something to master.

4 CENTS A WORD

WANT ADS

CASH WITH COPY

WILL SELL OR TRADE FOR AUTOMATIC payout tables: 3 Major Leagues (automatic feed); 10 Double Keno (Jumbo size similar to Silver King Twins); 10 Saratoga Sweepstakes (Mutual Model); 2 Blue Streaks; 2 Skill Board Light-A-Lines (Triple Slot); 2 Jig Saws; 1 Speedway; 1 Small Rebound; 1 Small Action; 1 Large Action; 1 Small Signal; 1 Traffic (Model A); 1 Rockola 21; 2 Western Sweepstakes (automatic payout); 2 Kings Horses; 10 Daval, Groetchen Venders and Poker Reels; 10 Baby Shoes; 1 King Six; 1 Pick A Pack; 2 Pick A Plum; 10 Bell Skill and Skipper; 1 Mills Tickette; 1 Show Boat; 1 Sweet Sally. Write for prices or advise what you have to trade. Teche Novelty Co., Box 455, New Iberia, Louisiana.

PENNY PACKS, LIKE NEW, $12.50; TRAFfics, Model A, $9.50; Rockets, late model, $7.50; Mills Ten Grand, $57.50; Signals, $5; Criss-Cross-A-Lite, $7.50; Skyscraper, $5; Major Leagues, $5; Cannon Fires, $5. Many other bargains in tables and counter games. Also jackpot percentage regulators for ten and twenty stop reels, 75c each, $7 a dozen. Miller Novelty Co., 1203 West Second Street, Box 826, Oklahoma City, Okla.

SLOT MACHINE BARGAINS: 5 JENNINGS Duchess, $20; 6 Mills S. Jackpot Venders, $12.50; 1 Jennings S Jackpot Victoria, $20; 2 Watlings S. Jackpot Blue Seal, $17.50; 1 Pace S. Jackpot 10c Bell, $12.50; 1 Pace S. Jackpot 25c Bell, $20; 1 Watling, no jackpot Vender, $5; 1 Mills Simplex Front Vender, $10. Southwest Coin Machine Co., 116 East Tenth Street, Fort Worth, Texas.

FOR SALE—ESTABLISHED ROUTE CIGArette machines, eight years Texas city 200,000. Making good money. Centennial year offers excellent opportunity expansion. $4,000 cash will handle. Dept. B, care Automatic World, Fort Worth, Texas.

FOR SALE—SELECTIVE CANDY MAchines, 5c. 40 DeGruiner Selective Machines, $10 each; 10 late model Snack Stores, $15 each; 10 latest model Kissel Machines, like new, $20 each. All machines on location operating successfully at the present time. O. C. Hall, 1314 Division Avenue, S., Grand Rapids, Mich.

OPERATORS ATTENTION—TWENTY-FIVE slightly used Seeburg Selectophone Phonographs. Guaranteed mechanically right. One phonograph at $115.00, in lots of five at $100.00 each f.o.b. Atlanta. Atlanta Coin Machine Exchange, 136 Piedmont Avenue, Atlanta, Ga.

FOR SALE—60 LATEST MODEL SLOTS IN nickel, dime and quarter play. Mills extraordinary side venders, $57; Gold Awards and War Eagle Escalators, $42; Pace Comets, $35; one nickel and two dime Watling Rolators, never unpacked, $65 each; Mills Tickettes, $7 each. One-third with order, balance C.O.D. Scott Bros., Main Street, Medicine Bow, Wyoming.

MAILING LISTS, NEWLY COMPILED OF buying operators and jobbers from coast to coast, by states, arranged alphabetically. 2,500 names, $5; 5,000 names, $9; 7,500 names, $12. Our lists up-to-date, accurate because of regular mailings. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.
(Reg.)

TRY SOUTHERN BEECHNUTS FOR YOUR vending machines. They're different. They're delicious. 1700 to the pound. Ten pounds $2.50. Twenty-five pounds, $5.50. Hundred pounds, $19. Cash with order. Interstate Supply Service, 211-213 First Avenue North, Minneapolis, Minn.
(Apr.)

WE FURNISH ALL TYPES OF TOKENS or Checks for pin games and payout tables, slot machine, etc. Mailing Lists compiled, Coin Counters, Name Plates. Write for circulars and samples. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.
(Reg.)

FOR SALE—2 1935 JOHN GABLE JR. AUTOmatic phonographs, almost new, $125.00 each; 5 Seeburg Selectophones, first class condition, $125.00 each, lots of five, $100.00 each for cash. C. W. Percy, 6614 Lake Shore Drive, Dallas, Texas.

COUNT PENNIES AND NICKELS? PRESTO Coin Counter counts and stacks 100 pennies, also stacks nickels. Fits pocket. $1.50 each postpaid. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill. (Reg.)

WE CARRY A COMPLETE LINE OF ALL the latest floor and counter machines. Big variety of late-model machines at low prices. List mailed weekly. Marion Company, 564 West Douglas, Wichita, Kan. (Reg.)

PENNY AND NICKEL ALUMINUM TUBE Coin Counters. Stacks, counts, makes wrapping easy. Fits pocket, 1c or 5c size, $1 each, postpaid. Supreme Products Co., 333 North Michigan Avenue, Chicago, Ill.

FOR SALE—4 PUT 'N' TAKES, 1 GOLD Rush, 1 Do-Don't. Good condition, $10 each or $50 for all, f.o.b. One-third cash, balance C.O.D. Souter Automatic Sales, 5055 Meadowbrook Drive, Fort Worth.

WANTED — PENNY VENDORS; WILL trade complete four for dime photo outfit; 10x10 concession tent; $60 Daydark camera. Hal Day, Jefferson, Texas.

NOTICE—COIN OPERATED MACHINES bought, sold and exchanged. Will buy all you have if price is right. Charles Jarl & Co., 1705 Leavenworth Street, Omaha, Nebraska.

COINS, INDIAN RELICS, BEADWORK, Minerals, Books, Curios, Catalogue 5c. Indian Museum, Northbranch, Kansas.

WE WILL BUY ANYTHING YOU HAVE TO sell if the price is right. Charles Pittle, New Bedford, Mass. (Jan.)

WANTED—ONE BALL TABLES OF EVERY description. What have you? Don Chumley, Box 244, McFarland, Kansas.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

TRY

an Automatic World Want Ad

Results Assured

BALL GUM
Watta Polish
ALL SIZES
FLAVOR THRU and THRU
PERFECTLY ROUND
Protective Packing
NEWARK N.J.
AMERICAN CHEWING
128 Mt. Pleasant

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Mutoscope Operators to get Low Rate Insurance Against Thieft, etc.

New York.—International Mutoscope Reel Co., Inc., of New York, announced today that they had completed negotiations with the Pear Assurance Company of England whereby Mutoscope customers can insure their Cranes, Magic Fingers, or Photomatics for the remarkably low premium rates of $1.50, $1.65 and $1.85 per year respectively.

The insurance covers each machine from the time it leaves the factory, while it is in transit, and while it is on location—offering protection against breakage, theft, or deliverate vandalism. The latter feature is a particular boon to operators and Mutoscope is to be congratulated on having the foresight to pioneer this epoch-making move.

The Pear Assurance Co. is a ten million dollar concern whose United States trustee is the Bankers Trust Co. of New York.

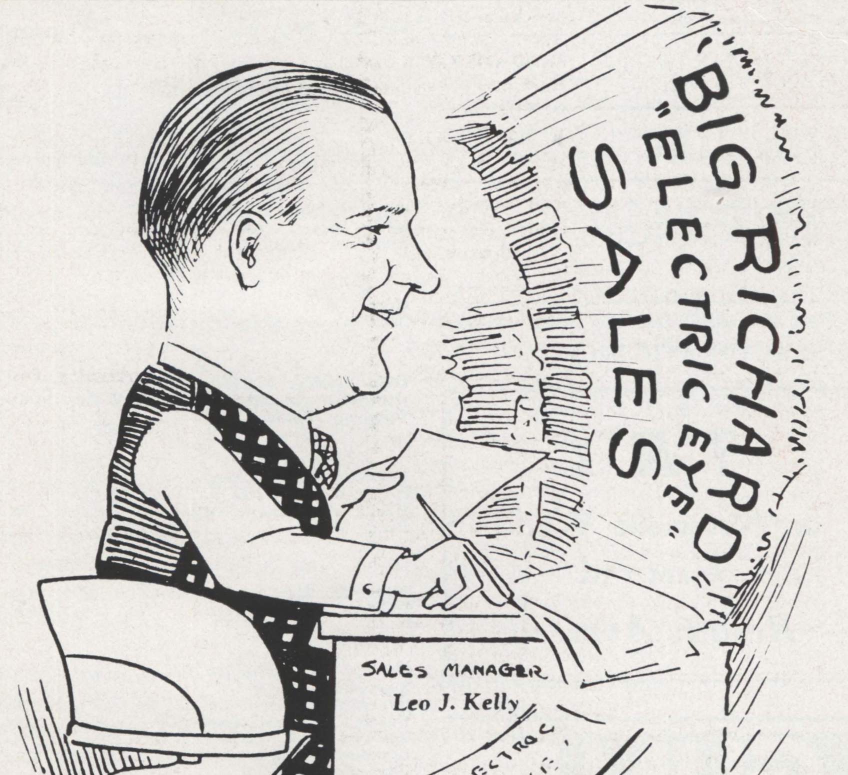
Mr. Rabkin, president of Mutoscope, stated that the policies could be obtained only for Mutoscope machines and that for the convenience of operators the policy can be written at the same time the machine is purchased thus relieving the operator of all worry.

The exact provisions of this unique policy are as follows: This policy covers the insured from the time of leaving the factory, store or warehouse of the assured, in due course of transit via inland conveyances, including risks while on ferries and/or in cars on transfers in connection therewith, also while on location, anywhere within the limits of the United States and Canada, for that term stipulated in Certificates of Insurance covering such property, provided, however, that no Certificates of Insurance shall be issued for a period exceeding one year.

This policy insures: While in transit on land: Against loss or damage caused by fire, lightning, cyclone, tornado, flood (meaning thereby rising navigable waters), derailment or collision of the conveyance on which the insured property is being transported, overturning of trucks, collapse of bridges, collapse and/or subsidence of depots, stations, landing sheds, and/or platforms, and theft of entire machine.

While in transit on ferries and/or in cars on transfers: Against loss or damage caused by stranding, sinking, burning, or collision, including general average and salvage charges for which the assured is legally liable.

While on location: Against loss or damage caused by fire, lightning, malicious damage and theft of entire machine (except as hereafter excluded).



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Electro Ball Takes on Mutoscope Reel Products

Announcement has just been made regarding the closing of a deal whereby the Electro Ball Company, Dallas, Texas, has accepted the distribution of the International Mutoscope Reel Corporation's products. Electro Ball Company will distribute the Mutoscope machines in Texas and Oklahoma exclusively. The three machines that will be handled by the distributing firm are as follows: the Electric Traveling Crane, the Magic Finger, a de luxe merchandise machine, and the Photomatic. Photomatic is an automatic picture taking unit. The Electric Traveling Crane combines all the digger features and is one of the outstanding digger numbers. The Magic Finger is a very unique and attractive machine that has been well received by operators all over the country.

The Photomatic unit is the wonder picture taking machine you have heard so much about. It takes, produces and delivers an attractive photo in a beautiful frame in less than half a minute. This machine is making big money everywhere it has been placed.

Electro Ball Company are in a position to make immediate deliveries on all the Mutoscope Reel products. See them.

◆

OPENS SEATTLE DISTRIB HEADQUARTERS

Seattle, Wash.—Tri-State Sales Company, distributors, have opened offices and showrooms in this city. They will distribute all the Groetchen Tool Company's products in the Northwest.

ROCK-OLA MFG. CO

Rock-Ola's OPEN HOUSE

Rock-Ola's Open House ... FOR MARCH

Again there's open house at Rock-Ola on money-making values. These proven products are your key to easier operating and steadier profits!

★ DITTO! The new 10-ball pin table for every member of the family. The table EVERYBODY likes! The table everybody plays! DITTO is a different game every time it's played. 10 numbers to shoot for—different every time—and 1000 ways to win! What's more, DITTO has a cabinet of rare beauty and an unusually colorful attraction. It has the most unique playing field of any table ever built. The clever sketches of Ma, Pa, Millie, Spud, and Jenkins the butler are full of human interest. So it is no wonder DITTO gets a tremendous play. No wonder it's the favorite pin table of everybody in the family! Every family! And it's no wonder DITTO profits are heavy, steady and continuous.......... **$44.50**

★ TRANS-ATLANTIC is America's leading amusement table! A table of real entertainment. Entertainment the way the public wants it. TRANS-ATLANTIC gives every player the thrill of a one-man flight across the Atlantic, with all the excitement that goes with it—long stretches of straight flying . . . strong headwinds to overcome . . . thick fogs to conquer. It is a match of wits and skill that every red-blooded American enjoys to the full! And how they go for it! The pin game-playing public has placed TRANS-ATLANTIC in a position of top importance. It is now a table operators everywhere recognize as a vital, necessary part of their program of profits! What's more, they recognize it as a regular $57.50 table priced down for volume distribution to.......... **$44.50**

★ SHIP AHOY! "Balancing the boat" in SHIP AHOY bids fair to become a new national pastime. They're doing it all over the country. Everywhere players are trying their skill at this snappy little counter game. It's going over big. Operators are cleaning up with it. At only $12.50 you can place a SHIP AHOY on every counter in your territory. Pull anchor now and set your sails for steady profits with SHIP AHOY . . . only.......... **$12.50**

★ BLACK MAGIC! To prove to you that BLACK MAGIC is not only a master dice machine, but also a master money-maker, here is a very special get-acquainted offer! An offer that saves you a clear $50 on 5 BLACK MAGICS. Get acquainted with the smooth operation and steady earnings of this tried and proved performer. Order out 5 BLACK MAGICS now, and deduct $10 from the $72.50 price on each one! This is a special 15 day offer and subject to immediate acceptance only. So order immediately. Remember, in lots of 5, only.......... **$62.50**

★ HOLD AND DRAW! When you mention HOLD AND DRAW you are talking about the most phenomenal little counter machine ever produced in the coin machine business. There has never been anything else like it. Right today HOLD AND DRAW is outclassing everything else on the counter. Its features are famous up and down the country. Everybody knows about HOLD AND DRAW'S aristocratic appearance. Its 5 sets of reel strips make it 5 games in 1—Cigarettes . . . Dice . . . Numbers . . . Bell Fruit . . . and Poker. Its exclusive principle of 2 spins for 1 coin. Its powerful, compact mechanism, extra-strengthened for the heaviest possible play. And most of all, everybody knows about HOLD AND DRAW'S spectacular profits that go on! And on! And on! And still HOLD AND DRAW is only.......... **$29.50**

★ ROCK-O-PAC! For modern, up-and-coming operators, Rock-Ola engineers built ROCK-O-PAC—the all-purpose battery eliminator. And because operators know ROCK-O-PAC is built by pin table experts for exact pin table requirements, more and more operators are operating all their pin tables with ROCK-O-PAC. It has proved its merit. It has proved to be the best battery eliminator on the market. And it is only.......... **$4.50**

★PAY TABLE CLOSE-OUTS! GOING! GOING! ALMOST GONE! Here is a final opportunity for quick-thinking and quick-acting operators to grab up a few of the country's best 1-shot pay tables—all brand new—at the lowest prices ever published! Here are the tables and here are the prices—the lowest you'll ever see or hear anywhere! But time is all-important! Only orders shot in immediately will do any good. Put down the magazine for a minute and mail, wire or phone your order right away!

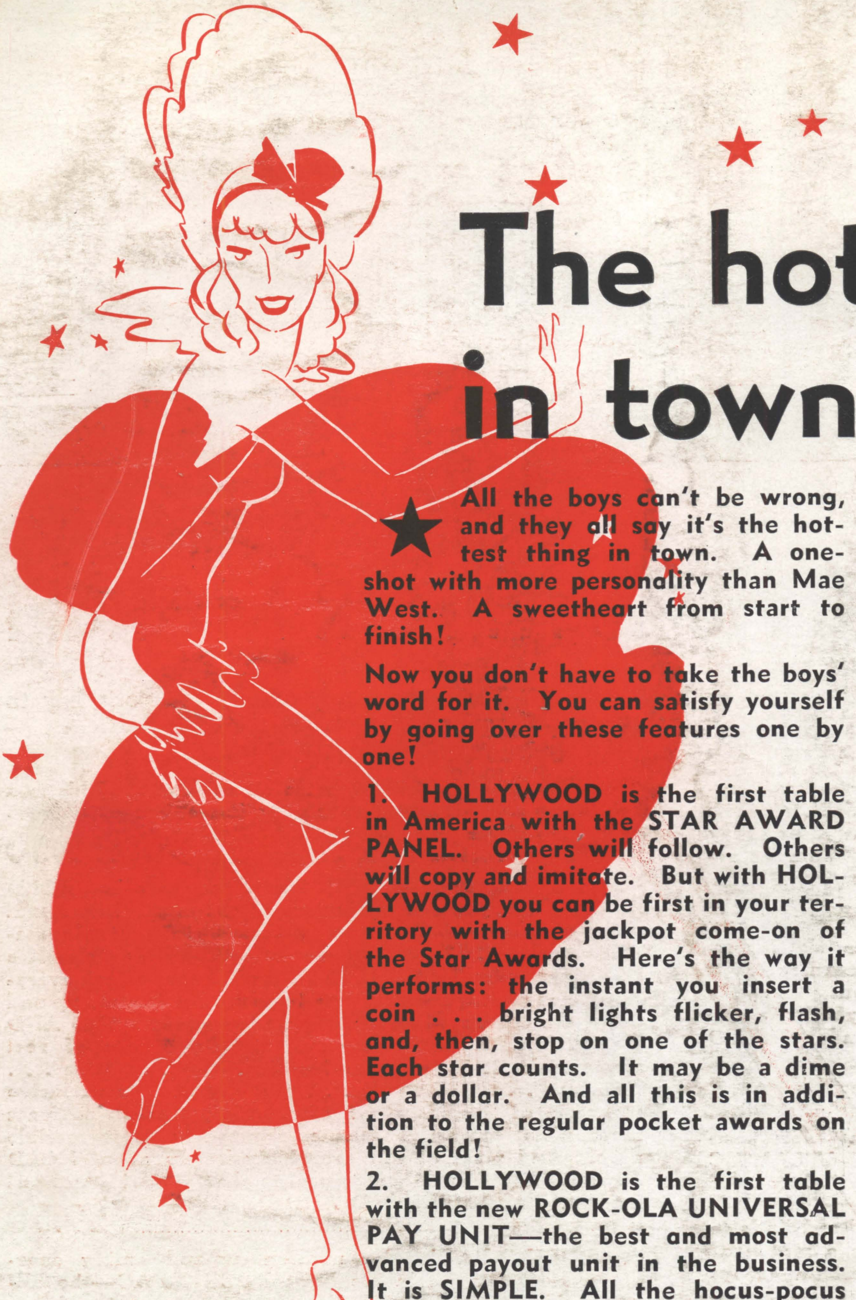
		Sale Price	Regular Price
9	GOLD RUSH - -	$37.50	$67.50
11	STAMPEDE - - -	47.50	72.50
8	GOLD AWARD - -	55.00	77.50
21	TROJAN - - -	67.50	89.50
16	MYSTERY 3 - -	62.50	89.50

See your Rock-Ola Distributor today. He has all of these "key" products from Rock-Ola's open house of mechanical magic!

ROCK-OLA MFG. CORPORATION

800-870 North Kedzie Avenue
CHICAGO, ILLINOIS, U.S.A.

RMC



The hottest thing in town . . . . . !

★ All the boys can't be wrong, and they all say it's the hottest thing in town. A one-shot with more personality than Mae West. A sweetheart from start to finish!

Now you don't have to take the boys' word for it. You can satisfy yourself by going over these features one by one!

1. HOLLYWOOD is the first table in America with the STAR AWARD PANEL. Others will follow. Others will copy and imitate. But with HOLLYWOOD you can be first in your territory with the jackpot come-on of the Star Awards. Here's the way it performs: the instant you insert a coin . . . bright lights flicker, flash, and, then, stop on one of the stars. Each star counts. It may be a dime or a dollar. And all this is in addition to the regular pocket awards on the field!

2. HOLLYWOOD is the first table with the new ROCK-OLA UNIVERSAL PAY UNIT—the best and most advanced payout unit in the business. It is SIMPLE. All the hocus-pocus has been left out of it. It is 100% CLOG-PROOF. It's impossible for a coin to wedge or clog the chute. It's ADJUSTABLE. You can set the speed yourself to fast, slow, medium, in-between, or anything you like It has an exclusive COIN DETECTOR SPRING that selects and separates the coins, and assures you of the correct payout every time. It guarantees positive action always and is the best operating job on the market.

3. HOLLYWOOD is so built that it can be operated with or without a mint vender.

4. HOLLYWOOD is built on the Bell principle of frequent winners.

5. HOLLYWOOD is the first table to give the "out" pocket a winning value.

6. HOLLYWOOD is the most striking table—bar none—ever built. It is a masterpiece of design. It combines beauty with strength and is a dazzling colorful creation.

7. HOLLYWOOD has all the money-making power of the box-office on opening night. It's the kind of table that will have the crowds standing in line. Packing them in to the doors. And filling up your cashboxes with money. And what we mean MONEY! So right now—before something comes up to make you forget—write, wire, phone, or call for HOLLYWOOD—the hottest, sweetest thing in town!

MANUFACTURED BY
ROCK-OLA MFG. CORP.
800 to 876 North Kedzie Avenue

HOLLYWOOD is so built that it can be operated with or without a mint vender. Cost of mint vender in only $7.50 extra.

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HOLLYWOOD

THE HOTTEST, SWEETEST THING THIS IN TOWN . . . . ?